

Communication Strategy of BKMT Riau Management in the Development of Islamic *Da'wah*

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Abstract: *In implementing a communication strategy, a communication plan must include goals, objectives and steps. Likewise, the communication planning of the BKMT Riau Management in the development of Islamic Da'wah in the form of program activities. This study is conducted by using descriptive qualitative approach. The result shows that communication management in the development of Islamic Da'wah of BKMT Riau Management can be traced from the activities program of Da'wah and Issuance of BKMT Riau management for the 2012-2017 period, including planning for organizing, implementing and evaluating. The communication methods used by BKMT are more dominant in informative communication, persuasive communication and educational communication as the most effective and most used method.*

Keywords: *communication strategy; management; Islamic Da'wah; BKMT Riau.*

I. Introduction

The fact that real history has given testimony to the existence of women who played a large role in delivering Dinul Islam. Sumayyah r.a. gave his life when Abu Jahal killed him because he embraced Islam. He was the first Muslim of a woman who was martyred for the sake of his religion. Khadija ra., Muhammad SAW's first wife, who was very rich, had spent all his money to support *da'wah*. Umm Salamah ra., willing to leave her husband and see his children being persecuted when he migrated. Ummu Imarah ra., fighting to defend the Prophet Muhammad, in the Uhud War.

Unfortunately studies on the role of women in *da'wah* activities and *Taklim* assembly based Muslim Community Empowerment have not been carried out. Even if there is, it is still very limited to the study of their role in the fields of religion, education, politics, and others that are not based on *Taklim* assembly. One of the socio-religious phenomena that have arisen among Indonesian Muslim communities, is the rise of recitation activities held in various places, mosques and prayer room, especially in the *Taklim* Assembly. This activity is not only followed by mothers, also fathers, who want to seek religious knowledge directly from the cleric / cleric. The *Taklim* assemblies are then better and more modernly coordinated through an organized body which has come to be known as the Taklim Assembly Contact Board (BKMT) which was established as a study group for mothers organized through this BKMT activity.

BKMT was first established on the initiative of the late DR. Hj. Tuty Alawiyah AS., on January 1, 1981. The institute sought to bring together the full potential of *Taklim* Assembly institutions throughout Indonesia. Empowerment of the people through BKMT institutions has become very strategic in the effort to welcome the next millennium. These steps are inseparable from the socio-economic and educational conditions of members of the *Taklim* Assembly community, the majority of which have a secondary education. Therefore, the agenda for the revitalization of the people must pay attention to the objective conditions of *Taklim* Assembly members who are members of BKMT.

At present BKMT has become an organization spread out in almost all regions of the Republic of Indonesia, one of which is the BKMT Regional Management of the Riau Province which was established in 1998 and led by Hj. Roslaini Isma'il Suko. Even though the role and function of the BKMT Regional Administrators of Riau Province are not like other social bodies or organizations in Indonesia, they have a strategic role in nation building and in the efforts of fostering the community, especially women.

II. Review of Literatures

2.1 Communication

According to M. Bahri Ghazali, communication is an activity carried out by someone to convey a message to another person, so that the person does as intended by the person who conveyed the message. According to Jhon Tondowidjojo, CM., Communication is a process that utilizes certain symbols and codes, carried out between one person / party with another person / party through various ways and levels with the aim that the other party can understand what is adapted by the first party and the opposite.

According to Anwar Arifin, in formulating a communication strategy, in addition to the formulation of clear objectives, it also takes into account public conditions and situations. Meanwhile, according to Onong Unchjana, the communication strategy is defined as "a guide to communication planning with management to achieve the stated goals." Furthermore, according to Onong Unchjana:

The communication strategy consists of two aspects, namely: (1) macro (planned multi-media strategy), and (2) micro (single communication medium strategy). Both aspects have a dual function, namely to disseminate communication messages that are informative, persuasive and instructive systematically to the target to obtain optimal results. Bridging the "cultural gap", for example a program that comes from another cultural product that is considered good to be implemented and belongs to the culture itself depends on how the strategy to package the information.

2.2 Development of Islamic *Da'wah*

The word development means: (1) the process, method, deed of development, for example it is said "the government always strives in the development of gradual and orderly development that leads to the desired target, "(2) language development means" efforts to improve the quality of language so that it can be used for various purposes in the life of modern society, "(3) community development means the process of joint activities carried out by residents of a region to meet their needs.

Language development is a process, a way, an act of developing. While developing itself is to open wide, stretch, make big, make advanced (good, perfect, and so on). According to Morris, in *The American Heritage Dictionary of the English Language*, it was stated that development is the act of developing. Developing itself contains the meaning "to expand or realize the potentialities of; bring gradually to a fuller, greater, or better state to progress from earlier to later or from simpler to more complex stages of evolution. " bigger, or better, advancing something from earlier to later or from simple to more complex stages of change).

Development is the next management function after we do planning, organizing, motivating, conforming, evaluating, because the next function is developing. This management function appears if the decisions made need to be continued or improved. Because development

is one of the managerial behaviors that includes training that is used as a means to improve one's skills and facilitate adjustment to work and career advancement, so development becomes an activity that produces a tool or a way to revise something that already exists to be good. As long as the activity is carried out with the intention of making improvements and finally the tool or method is considered good enough to be used so that the development activities end.

III. Research Methods

This study belongs to the type of qualitative research, that is "a humanistic research model, which places humans as the main subjects in social / cultural events, or research whose findings are not obtained through statistical procedures or other forms of calculation, such as about life, one's behavior, roles organization, social movements that can be calculated as census data, but the analysis is qualitative."

This research was conducted at the Secretariat of the *Taklim* Assembly Contact Board (BKMT) in Riau Province, which is located at Jl. Hangtuah An-Nur Great Mosque Housing Pekanbaru, Riau. The time of the study was conducted to 6 (six) months or for 1 semester from the issuance of the research permit.

IV. Discussion

The application of communication strategy of BKMT Riau management in the development of Islamic *Da'wah*, can be seen from the planning and communication management that have been formulated. The details can be explained as follows:

The communication planning of BKMT Riau management in the development of Islamic *Da'wah*, can be seen in the activities program of the *Da'wah* Division and the Issuance of BKMT Riau management for the period 2012-2017, as follows:

- 1) Revitalizing the function of the mosque / functioning of the mosque as the center of the *Taklim* Assembly activities in the implementation of *Da'wah* and Amar Ma'ruf Nahi Munkar.
- 2) Establishing the Central *Da'wah* Activities and Community Empowerment through the "*Nurul Huda Pelangi Assembly*" at the Provincial Level,
- 3) Ustadz / Ustadzah Leadership Training (LKU), *Da'wah* Cadre Training (LKD) or *Da'wah* Management Skills Training (LKMD) that is systematic and planned,
- 4) Increasing the efficiency and effectiveness of *da'wah* through the development of new paradigms, the determination of appropriate media and targets, and the development of methods and tools / facilities,
- 5) Development of a network of cooperation with government agencies, entrepreneurs and mass media practitioners in order to increase the quality and quantity of propaganda,
- 6) Development and intensification of the missionary movement and spiritual guidance in vulnerable locations / places such as penitentiaries, hospitals, transmigration areas, isolated areas and so on,
- 7) Performing remembrance and repentance from every village / village and district in Riau Province.

In implementing a communication strategy, a communication plan must include goals, objectives and steps. Likewise, the communication planning of the BKMT Riau management

in the development of Islamic *Da'wah* in the development of Islamic *Da'wah* in the form of program activities, whether in it includes the objectives, targets and steps. This can be traced among others from interviews with Mrs. Daharmi Astuti, Chairperson of the *Da'wah* Division and Issuance of BKMT Regional Administrators of Riau Province when explaining the program "Revitalizing the function of the mosque as a center for *Taklim* Assembly activities in the implementation of *Da'wah* and Amar Ma'ruf Nahi Munkar," as stated in BKMT documentation

Communication management in the development of *Islamic Da'wah* Management of the BKMT Riau management, among others, can be traced from the documentation of program activities in the Organization and Institutional Development of BKMT Region Management of Riau Province in the 2012-2017 period.

In an interview with Mrs. Sukma Erni, one of the BKMT administrators of the Riau Province Region said that to be able to achieve all the plans that have been programmed both for improving personal quality and the congregation of mothers under BKMT coaching will be more optimal if done in an organized manner. Organizations in this regard are very urgent in helping to process the application and existence of a Muslim. BKMT is one of the *Da'wah* organizations that regularly conducts *Da'wah* with models of education, training, broadcasting, publication, empowerment of the *ummah* and other activities, more interesting is that BKMT is a women's *da'wah* organization that includes all levels of society both middle and upper middle and lower middle classes.¹

According to Mrs. Septina Primawati Rusli, Chairman of the BKMT Riau management Regional Board, revealed that the BKMT Riau management in order to carry out the planned program, the board gave a division of work to each field to carry out its activities in accordance with the work plan. With the division of labor, each division will schedule the work plan so that there will be no overlap with the work of other fields, and efforts will be made to coordinate with each other in the implementation of the work program. Communication with fellow fields in the management will be able to support the work plan and can avoid various problems in the field. The next communication management is to always coordinate with all regional management in the Regency of the city in Riau Province. Coordination is carried out in order to motivate all BKMT members to always be active and remain enthusiastic in every planned activity. In addition to motivating coordination is also carried out in order to receive aspirations from BKMT members. When there are new things or obstacles that occur in the field and immediately require resolution.

The implementation of the communication strategy of the BKMT Riau Regional Management in the development of Islamic *Da'wah*, the next stage can be explained in the following description:

- Informative Communication

Informative communication is a method and technique for delivering messages as part of the application of the BKMT Riau Regional Management communication strategy in the development of Islamic *Da'wah* can be seen in the implementation of program activities as the following table:

¹ Sukma Erni, The member of the BKMT Riau Regional Management, *Interview*, Pekanbaru 7 January 2018.

Table 1. The Use of Informative Communication Methods / Techniques PW. BKMT of Riau Province in the Development of Islamic *Da'wah*²

No.	Activities	Implementation	Time/Place	Methods/Techniques
1.	Welcoming the Islamic New Year / New Year Hijriyyah (<i>Tabligh Akbar</i>)	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	Informative Communication (Announcement, Invitations, Speeches and Lectures)
2.	Commemoration of the Prophet's Birthday, (<i>Tabligh Akbar</i>)	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	Informative Communication (Announcement, Invitations, Speeches and Lectures)
3.	Commemoration of <i>Isra' Mi'raj</i> (<i>Tabligh Akbar</i>)	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	Informative Communication (Announcement, Invitation, Speech, Lecture)
4.	Love <i>Ramadhan / Safari Ramadhan</i> (<i>Tausiah Ramadhan</i>)	PW. BKMT Riau Province Collaborates with BK3S Riau Province	During Ramadhan in 2012-2017, in mosques in 12 sub-districts, Pekanbaru City	Informative Communication (Announcement, Invitations, Speeches and Lectures)
5.	<i>Halal Bi Halal</i> Program and Releasing Hajj Pilgrims / (<i>Tabligh Akbar and Hajj Tausiah</i>)	PW. BKMT Riau Province	Every end of Shawwal during 2012-2017, at the An-Nur Grand Mosque Pekanbaru	Informative Communication (Announcement, Invitations, Speeches and Lectures)
6.	Love of the Al-Quran /Recitation of translation of the Al-Quran	PW. BKMT Riau Province Collaborates with IKMI Pekanbaru City	40 Hour System for 2012-2017, at the House of Mrs. Hj. Hanum Pekanbaru	Informative Communication (Announcement, Notification of Schedule, and Lecture)

Informational communication methods and techniques (informative communication) are recognized by the BKMT Riau Regional Management as the most effective and most widely used method in delivering messages in the development of Islamic *Da'wah*.

² Data Source, *Data Processed From Documentation*, BKMT of Riau Province, 2017.

- Persuasive Communication

The use of persuasive communication methods / techniques as part of the implementation of the communication strategy of the BKMT Riau Regional Management in the development of Islamic *Da'wah* can be seen in the implementation of the program activities as the following table.

Table 2. The Use of Persuasive Communication Methods / Techniques PW. BKMT of Riau Province in the Development of Islamic *Da'wah*

No.	Activities	Implementation	Time/Place	Methods/Techniques
1.	<i>Da'wah bil hal</i> (providing compensation for orphans in an orphanage, distributing nutritious food aid, cooking skills training, etc.)	PW. BKMT Riau Province	Every 6 months, during 2012-2017,	Persuasive Communication
2.	<i>Da'wah bil hal</i> (distributing zakat mal and venture capital assistance to the poor, widows and orphans)	PW. BKMT Riau Province	Every year 4 people, during 2012-2017,	(Provide Motivation, Show Empathy, Social Attention and Concern)
3.	<i>Da'wah</i> and Community Empowerment (fostered village, fostering home industry skills for poor widows and school dropouts, sewing and embroidery skills, handing over sewing machines and embroidery machines)	PW. BKMT Riau Province	During 2012-2017	Persuasive Communication

Persuasive communication methods and techniques are the delivery or delivery of messages that aim to change or influence a person's beliefs, attitudes, and behaviors without any element of coercion so that the recipient of the message or target acts according to what is expected by the communicator is one of the methods and techniques applied by the BKMT Riau Regional Management in delivering messages in the development of Islamic *Da'wah*

- Curcive Communication/ Instructive Ccommunication

Usually the methods and techniques of curcive communication or instructive communication used by the media are associative, namely by superimposing the presentation of messages on objects or events that are attracting the attention of the public. The use of

cursive or instructive communication methods / techniques as part of the application the BKMT Riau Regional Management communication strategy in the development of Islamic *Da'wah* can be seen in the implementation of program activities as the following table.

Table 3. The Use of PW. Instructive Communication Methods / Techniques BKMT Riau Province under Development Islamic *Da'wah*³

No.	Activities	Implementation	Time/Place	Methods/Techniques
1.	Welcoming the Islamic New Year / <i>Hijriyyah</i> New Year / <i>Tabligh Akbar</i> with Ustadz Abdul Shomad	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	Instructive Communication
2.	Commemoration of the Prophet's Birthday, / <i>Tabligh Akbar</i> with Prof. DR. Akhmad Mujahidin, M.Ag	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	(Islamic New Year Moments)
3.	Commemoration of <i>Isra 'Mi'raj</i> / <i>Tabligh Akbar</i> with Ustadz Fakhri	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	Instructive Communication
5.	<i>Halal Bi Halal</i> Program and Releasing Hajj / <i>Tabligh Akbar</i> with Ustadz Abdul Shomad	PW. BKMT Riau Province	At the end of 2012-2017 Shawwal, Masjid Raya An-Nur Pekanbaru	(Moment of Prophet's Birthday)

The methods and techniques of cursive communication or instructive communication as methods and techniques for delivering messages that are used by the media are of an association nature by superimposing the presentation of messages on objects or events that are attracting the attention of the public. Message in the development of Islamic *Da'wah*.

- **Educative Communication**

Educative communication methods and techniques are a form of educating messages, namely giving an idea to the audience based on facts, opinions and experiences that can be justified intentionally, regularly and planned with the aim of influencing and changing behavior as desired. The use of this educative method will have a profound effect on the audience even though this will take a little longer than using the persuasive method.⁴ The use of educative communication in the delivery of messages as part of the implementation of the communication strategy of the BKMT Riau Regional Management in the development of Islamic *Da'wah* can be seen in the implementation of the program activities as the following table.

³ Data Sources, Data Processed From BKMT Documentation of Riau Province, 2017.

⁴ Marhaeni Fajar, *Ilmu Komunikasi Teori dan Praktik*, (Yogyakarta: Graha Ilmu, 2009), pp. 202-203.

Table 4. The Use of Educational Communication Methods in the Development of Islamic *Da'wah* of PW. BKMT Riau Province⁵

No	Activities	Implementation	Time/Place	Methods/Techniques
1.	Community Service, Guidance and Counseling "Anti-Drugs, Anti Radicalism and Terrorism"	PW. BKMT Riau Province Collaborates with Riau Regional Police	Scheduled at "Balai Nurul Huda Pelangi" Pekanbaru	Educative Communication / Lecture, Discussion and Question and Answer
2.	Guidance for Women and Children Prisoners, Lectures and Tutorials	PW. BKMT Riau Province Cooperates with Dep. Kumdang and IKMI Pekanbaru City	Every Ramadhan Month in 2012-2017, in the <i>Lapas</i> of Women and Children in Class 2B Pekanbaru	Educative Communication / Lecture, Discussion and Question and Answer
3.	Community Guidance and Counseling in Nursing Homes / Practical Worship Guidance	PW. BKMT Riau Province Cooperates with Ministry of Social Affairs, Pekanbaru City	Every 3 Months during 2012-2017, at Pekanbaru Nursing Homes	Educative Communication / Lecture, Discussion, Question and Answer and Practice
4.	Health and Nutrition Services, Guidance and Counseling	PW. BKMT Riau Province Collaborates with Pekanbaru City Health Office	Scheduled at "Balai Nurul Huda Pelangi" Pekanbaru	Educative Communication / Lecture, Discussion and Question and Answer
5.	Prospective Bride and Grooming Course <i>Sakinah</i> Family	PW. BKMT Riau Province Collaborates with Ministry of Religion Pekanbaru City	Scheduled at "Balai Suscatin" Pekanbaru City	Educative Communication / Lecture, Discussion and Question and Answer
6.	Home Industry Education and Training	PW. BKMT Riau Province Cooperates with Deperindag Pekanbaru City	Scheduled at "Balai Nurul Huda Pelangi" Pekanbaru	Educative Communication / Lecture, Discussion and Question and Answer

- Redundancy / Repetition Methods / Techniques

Methods and techniques of Communication, is a way of influencing audiences by repeating messages. This method allows the opportunity to get greater public attention,

⁵ Data Sources, Data Processed From BKMT Documentation of Riau Province, 2017.

important messages easily remembered by the audience and provide opportunities for communicators to correct mistakes made previously. With the use of this method, many benefits can be drawn from it. The benefits include that the public will pay more attention to the message conveyed by the communicator. This is because it is reversed by the message that is not repeated, so that it will attract a lot of attention. Nevertheless, the communicator should pay attention to variations that are interesting and not boring in repeating the message.

Table 5. The Use of Redundancy / Repetition Communication Methods / Techniques of PW. BKMT Riau Province in the Development of Islamic *Da'wah*

No.	Activities	Implementation	Time/Place	Methods/Techniques
1.	Welcoming the Islamic New Year / <i>Hijriyyah</i> New Year / <i>Tabligh Akbar</i> with Ustadz Abdul Shomad	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	Repetition Communication (redundancy/ repetition)
2.	Commemoration of the Prophet's Birthday, / <i>Tabligh Akbar</i> with Prof. DR. Akhmad Mujahidin, M.Ag	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	Repetition Communication (redundancy/ repetition)
3.	Commemoration of <i>Isra 'Mi'raj</i> / <i>Tabligh Akbar</i> with Ustadz Fakhri	PW. BKMT Riau Province	2012-2017, at the An-Nur Grand Mosque Pekanbaru	Repetition Communication (redundancy/ repetition)
4.	<i>Halal Bi Halal</i> Program and Releasing Hajj / <i>Tabligh Akbar</i> with Ustadz Abdul Shomad	PW. BKMT Provinsi Riau	At the end of 2012-2017 Shawwal, Masjid Raya An-Nur Pekanbaru	Repetition Communication (redundancy/ repetition)

Repetition communication methods and techniques as a way to influence audiences by repeating messages. This method allows the opportunity to get greater public attention, important messages easily remembered by the public and provides an opportunity for communicators to correct mistakes made previously. This is one of the methods and techniques applied by the BKMT Management of Riau Province in delivering messages in the development of Islamic *Da'wah*.

- Canalizing Methods / Techniques

The method and technique of deepening means that the communicator provides certain channels to master the motives that exist in the audience. In the process of canalizing also includes understanding and examining the influence of groups on individuals or audiences. In this method, the communication process is the communicator first knows the audience and

starts giving ideas in accordance with the personality, attitudes and motives of the audience and then changed little by little toward the goals desired communicator.

Table 6. The Use of Canalizing Methods / Techniques PW. BKMT of Riau Province in the Development of Islamic *Da'wah*⁶

No.	Activities	Implementation	Time/Place	Methods/Techniques
1.	Regular Study of <i>Aqeedah</i> / Monotheism	PW. BKMT Riau Province	Year 2012-2017, Week I, at the An-Nur Pekanbaru Mosque	Deepening Communication (canalizing)
2.	Routine Study of Worship <i>Fiqh</i> and Women's <i>Fiqh</i>	PW. BKMT Riau Province	2012-2017, Week II, at the An-Nur Grand Mosque Pekanbaru	Deepening Communication (canalizing)
3.	Regular recitation of <i>Muamalah Fiqh</i> Field	PW. BKMT Riau Province	2012-2017, Week III, at the An-Nur Pekanbaru Mosque	Deepening Communication (canalizing)
4.	Routine study of the field of Sufism	PW. BKMT Riau Province	2012-2017, Week IV, An-Nur Pekanbaru Great Mosque	Deepening Communication (canalizing)

The method and deepening technique means that the communicator provides certain channels to master the motives that exist in the audience, including understanding and examining the influence of groups on individuals or audiences is one of the methods and techniques applied by the Regional Management BKMT Riau Province in delivering messages in the development of Islamic *Da'wah*

The application of communication characteristics of the BKMT Regional Board of Riau Province in the development of Islamic *Da'wah* in the next stage can be traced from the model of *Da'wah* communication that is used, in detail can be explained in the description which includes: communicator / sender of the message, the message conveyed, the communicant / receiver of the message and the media used in delivering messages.

a. Communicator

Communicators in this discussion are people, groups or institutions that take the initiative to deliver a message to the communicant, or recipient of the message.⁷ Based on this, the communicators referred to in general are the whole Regional Board of Management of the *Taklim* Assembly Contact Board (BKMT) of Riau Province, specifically the Management Offices of *Da'wah* and Publishing and those who play a role in the development of *Da'wah* in the Riau Province. Based on the documentation data, it is known that the BKMT Regional Administrators of Riau Province in *Da'wah* Division can be stated as follows.

⁶ Data Sources, Data Processed From BKMT Documentation of Riau Province, 2017.

⁷ Y.S. Gunadi, *Himpunan Istilah Komunikasi*, (Jakarta : PT. Grasindo, 2008), p. 70.

Table 7. The Communicators in the Development of Islamic *Da'wah* in the *Da'wah* Division of PW. BKMT Riau Province⁸

No.	Name	Implementation of Tasks / Activities
1.	Dra. Hj. Maliha Azis	MMQ
2.	Dr. Daharmi Astuti, Lc, M.Ag	Young Da'i Selection and Training
3.	Hafifah Rasyid	Dialog RTV
4.	Badriyah. Msi	<i>Da'wah</i> in Orphanages & Nursing Homes
5.	Hj. Nurmala, S.Ag	Same as above.
6.	Dr. Hj. Siti Rahmah, M.Si	<i>Da'wah</i> at LAPAS woman & child, Suscatin
7.	Dr. Hj Nurhasanah, M.Ag	Same as above.
8.	Dr. Hj. Alfiah, M.Ag	Same as above.
9.	Dr. Sukma Erni	Same as above

Table 8. The Communicators in the Development of Islamic *Da'wah* of PW. BKMT Riau Province⁹

No.	Activities	Implementation	Opening Speech	<i>Muballigh/</i> Tutor
1.	Welcoming the Islamic New Year / <i>Hijriyyah</i> New Year / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Chair of PW. BKMT Riau Province	Ustadz H. Abdul Shomad, Lc., Village
2.	Commemoration of the Prophet's Birthday, / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Chair of PW. BKMT Riau Province	Prof. DR. Akhmad Mujahidin, M.Ag
3.	Commemoration of <i>Isra 'Mi'raj</i> / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Chair of PW. BKMT Riau Province	Ustadz Fakhri, Lc., MA
4.	<i>Halal Bi Halal</i> Program and Releasing Hajj / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Chair of PW. BKMT Riau Province	Ustadz H. Abdul Shomad, Lc., Village
5.	Community Guidance and Counseling "Anti-Drugs, Anti Radicalism and Terrorism"	PW. BKMT Riau Province Collaborates with Riau Regional Police, BNN and BNPT	Chair of PW. BKMT Riau Province and the Head of the Riau Regional Police Bimas	BNN and BNPT Riau Police
6.	Guidance for Women and Children Prisoners, Lectures and Tutorials	PW. BKMT Riau Province Cooperates with Dep. Kumdang	Chair of PW. BKMT Riau Province	Dep. Kumdang and IKMI Pekanbaru City

⁸ Data Sources, Documentation, Details on the Tasks of the Regional Managers of Taklim Assembly Contact Board (BKMT) of Riau Province, Period 2012-2017, Pekanbaru, 2017.

⁹ Data Sources, Data Processed From BKMT Documentation of Riau Province, 2017.

		and IKMI Pekanbaru City		
7.	Community Service, Guidance and Counseling in Nursing Homes / Practical Worship Guidance	PW. BKMT Riau Province Collaborates with Pekanbaru Ministry of Social Affairs and Pekanbaru City IKMI	Chair of PW. BKMT Riau Province	Pekanbaru Social Ministry and IKMI Pekanbaru City
8.	Health and Nutrition Services, Guidance and Counseling	PW. BKMT Riau Province Collaborates with Pekanbaru City Health Office	Chair of PW. BKMT Riau Province	Pekanbaru City Health Office
9.	Prospective Bride and Grooming Course Sakinah Family	PW. BKMT Riau Province Collaborates with Ministry of Religion Pekanbaru City	Chair of PW. BKMT Riau Province	Ministry of Religion Pekanbaru City
10.	Home Industry Education and Training	PW. BKMT Riau Province Cooperates with Deperindag Pekanbaru City	Chair of PW. BKMT Riau Province	Deperindag Pekanbaru City

Because the effectiveness of the message is greatly influenced by who is the communicator, in the effort to develop Islamic *Da'wah*, BKMT Regional Management of Riau Province are required to be selective and clever in choosing and choosing which communicators are most responsible and can cause attention, encouragement and motivation to the congregation in participating in various activities.

b. Message

The communication messages delivered by the Regional Board of BKMT Riau Province in the development of Islamic *Da'wah* can be seen in the table as follows.

Table 9. The Communicators in the Development of Islamic *Da'wah* of PW. BKMT Riau Province¹⁰

No.	Activities	Implementation	<i>Muballigh/ Tutor</i>	Messages
1.	Welcoming the Islamic New Year / <i>Hijriyyah</i> New Year / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Ustadz H. Abdul Shomad, Lc., Village	Repentance, Hoping for Allah's Grace and Grace, <i>Taqarrub</i>
2.	Commemoration of the Prophet's Birthday, / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Prof. Dr. Akhmad Mujahidin, M.Ag	Same as above
3.	Commemoration of <i>Isra 'Mi'raj</i> / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Ustadz Fakhri, Lc., MA	Same as above
4.	Halal Bi Halal Program and Releasing Hajj / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Ustadz H. Abdul Shomad, Lc., Village	Same as above
5.	Community Guidance and Counseling "Anti-Drugs, Anti Radicalism and Terrorism"	PW. BKMT Riau Province Collaborates with Riau Regional Police, BNN and BNPT	BNN and BNPT Riau Police	Become a Muslim, <i>Rahmatan Lil Alamin</i>
6.	Guidance for Women and Children Prisoners, Lectures and Tutorials	PW. BKMT Riau Province Cooperates with Dep. Kumdang and IKMI Pekanbaru City	Dep. Kumdang and IKMI Pekanbaru City	Become a <i>Muslim / Muslimah Kaffah</i> and Benefit Others
7.	Community Service, Guidance and Counseling in Nursing Homes / Practical Worship Guidance	PW. BKMT Riau Province Collaborates with Ministry of Social Affairs and IKMI Pekanbaru City	Pekanbaru Social Ministry and IKMI Pekanbaru City	Repentance, Hoping for Allah's Grace and Grace, <i>Taqarrub</i>
8.	Health and Nutrition Services, Guidance and Counseling	PW. BKMT Riau Province Collaborates with Pekanbaru City Health Office	Pekanbaru City Health Office	Halal and Good Food to Strengthen Worship

¹⁰ Data Sources, Data Processed From BKMT Documentation of Riau Province, 2017.

9.	Prospective Bride and Grooming Course <i>Sakinah</i> Family	PW. BKMT Riau Province Collaborates with Ministry of Religion Pekanbaru City	Ministry of Religion Pekanbaru City	A Muslim Family That <i>Sakinah</i> . <i>Mawaddah</i> and <i>Rahmah</i>
10.	Home Industry Education and Training	Same as above	Deperindag Pekanbaru City	Become a <i>Muslimah</i> who is creative and useful for others

So that the messages of Islamic *Da'wah* delivered contain a combination of thoughts and feelings, which can be ideas, information, complaints of beliefs, appeals, suggestions, etc. can run effectively and efficiently, the BKMT Regional Management of Riau Province needs to design and plan well and mature the various messages.

c. Communication / Communication Targets

Communicating or targeting communication activities in the development of Islamic *Da'wah* of BKMT Regional Management of Riau Province, can be seen in the table as follows:

Table 10. The Communication / Communication Objectives in the Development of Islamic *Da'wah* of PW. BKMT Riau Province¹¹

No.	Activities	Communicator I	Comunicator II	Communicate / Target
1.	Welcoming the Islamic New Year / <i>Hijriyyah</i> New Year / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Ustadz H. Abdul Shomad, Lc., Village	PW. member. BKMT Riau Province, <i>Jama'ah</i> , Invitations and Participants
2.	Commemoration of the Prophet's Birthday, / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Prof. Dr. Akhmad Mujahidin, M.Ag	Same as above
3.	Commemoration of <i>Isra 'Mi'raj</i> / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Ustadz Fakhri, Lc., MA	Same as above
4.	Halal Bi Halal Program and Releasing Hajj / <i>Tabligh Akbar</i>	PW. BKMT Riau Province	Ustadz H. Abdul Shomad, Lc., Village	Same as above
5.	Community Guidance and Counseling "Anti-	PW. BKMT Riau Province	Resource persons from BNN and	Same as above

¹¹ Data Sources, Data Processed From BKMT Documentation of Riau Province, 2017.

	Drugs, Anti Radicalism and Terrorism"		BNPT Riau Police	
6.	Guidance for Women and Children Prisoners, Lectures and Tutorials	PW. BKMT Riau Province	Resource Person from the Department of Agriculture. Kumdang and IKMI Pekanbaru City	Female Prisoners and Children Prison Class 2 B Pekanbaru
7.	Community Service, Guidance and Counseling in Nursing Homes / Practical Worship Guidance	PW. BKMT Riau Province	Resource persons from the Ministry of Social Affairs Pekanbaru and IKMI Pekanbaru City	Communities in Pekanbaru Nursing Home
8.	Health and Nutrition Services, Guidance and Counseling	PW. BKMT Riau Province	Resource Person from Pekanbaru City Health Office	Halal and Good Food to Strengthen Worship
9.	Prospective Bride and Grooming Course <i>Sakinah</i> Family	PW. BKMT Riau Province	Speaker from Pekanbaru City Ministry of Religion	Future bride and groom
10.	Home Industry Education and Training	PW. BKMT Riau Province	Resource Person from the Deperindag of Pekanbaru City	PW. member. BKMT Riau Province, <i>Jama'ah</i> , Invitations and Participants

The situation, conditions and matters of the congregation as the target recipient of the message greatly affect the effectiveness and efficiency in delivering the messages of Islamic *Da'wah* delivered by the Regional Management BKMT of Riau Province.

d. Media / Communication Aids

Media or communication aids in the development of Islamic *Da'wah* of the Regional Management BKMT of Riau Province

, can be seen in the table as follows.

Table 11. The Media or Communication Aids in Development of Islamic *Da'wah* of PW. BKMT Riau Province¹²

No.	Activities	Media I	Media II	Media III
1.	Welcoming the Islamic New Year / <i>Hijriyyah</i> New Year / <i>Tabligh Akbar</i>	Oral and Writing	Worship Facilities and Infrastructure	Media: Print, Electronics and Social
2.	Commemoration of the Prophet's Birthday, / <i>Tabligh Akbar</i>	Oral and Writing	Worship Facilities and Infrastructure	Media: Print, Electronics and Social
3.	Commemoration of <i>Isra 'Mi'raj</i> / <i>Tabligh Akbar</i>	Oral and Writing	Worship Facilities and Infrastructure	Media: Print, Electronics and Social
4.	Halal Bi Halal Program and Releasing Hajj / <i>Tabligh Akbar</i>	Oral and Writing	Worship Facilities and Infrastructure	Media: Print, Electronics and Social
5.	Community Guidance and Counseling "Anti Drugs, Anti Radicalism and Terrorism"	Oral and Writing	Facilities and Infrastructure Activities	Media: Print, Electronics and Social
6.	Guidance for Women and Children Prisoners, Lectures and Tutorials	Oral and Writing	Facilities and Infrastructure Activities	Media: Print, Electronics and Social
7.	Community Service, Guidance and Counseling in Nursing Homes / Practical Worship Guidance	Oral and Writing	Facilities and Infrastructure Activities	Media: Print, Electronics and Social
8.	Health / Nutrition Services, Guidance and Counseling	Oral and Writing	Facilities and Infrastructure Activities	Media: Print, Electronics and Social
9.	Prospective Bride and Grooming Course Sakinah Family	Oral and Writing	Facilities and Infrastructure Activities	Media: Print, Electronics and Social

¹² Data Sources, Data Processed From BKMT Documentation of Riau Province, 2017.

10.	Home Industry Education and Training	Oral and Writing	Facilities and Infrastructure Activities	Media: Print, Electronics and Social
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Because the use of media or communication aids has a very important role in the delivery of messages in the development of Islamic *Da'wah*, the selection of media or communication aids needs to get the attention of BKMT Regional Management of Riau Province.

V. Conclusions

Communication planning and management; (1) communication planning, contained in the program of *Da'wah* and Issuance of BKMT Regional Management of Riau Province for the period 2012-2017, includes the objectives, targets and steps of activities, (2) communication management; communication management in the development of Islamic *Da'wah* of BKMT Regional Management of Riau Province can be traced from the activities program of *Da'wah* and Issuance of BKMT Regional Management of Riau Province for the 2012-2017 period, including planning for organizing, implementing and evaluating.

Methods and techniques communication: The communication methods used by BKMT are more dominant in informative communication, persuasive communication and educational communication as the most effective and most used method.

Communication model; (1) communicator, preachers who give propaganda material in every activity are preachers whose *kafaah* in their fields are selected and prioritized by the BKMT Management (2) messages, the contents of the message conveyed lead to a better life, with *Aqidah*, Sharia (Worship) material and morals. (3) Communicants / communication targets, are mothers who are members of the assembly in each area (4) media / communication aids, all types of media or assistive devices used, which include oral, written, religious facilities and infrastructure / activities , print media, electronic media and social media.

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