

Diversification of Da'wah Media in the Digital Era on Al Bahjah TV Live Streaming

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Abstract: Al Bahjah TV's establishment of various diversifications and various policies that have been carried out through new media so that the TV continues to run and can be enjoyed by society. The packaging displayed by Al Bahjah's live streaming media is packaged so that it highlights the Islamic element which only contains learning material originating from the Qur'an and Sunnah, but whether the packaging displayed with visuals that are so simple and seemingly rigid can easily channel and delivered da'wah material or only made the audience saturated and left the Al Bahjah TV media. The purpose of this research is to analyse how the paradigm changes and diversification of the da'wah media industry in the digital era with the Al Bahjah TV live streaming TV case study. Research findings are expected to be an alternative understanding of da'wah in the digital era, especially using TV streaming.

1 INTRODUCTION

Da'wah is a call, an invitation, and an exclamation. Da'wah should be carried out consciously with the aim of forming happy individuals and families (khayr al-usrah) and the best community or people (khayr ul-ummah) by obeying the teachings of Islam which can be done through spoken, written or deeds / exemplary. Da'wah must continue to be carried out according to technological developments that continue to develop in this era, encouraging the electronic media industry to develop and also turn into live streaming media so that it can be enjoyed by various audiences whenever and wherever. People can access this Live TV streaming just by connecting a personal computer or mobile phone with an internet connection that can be accessed anywhere for 24 hours. In this context there has been media diversification which has resulted in a paradigm shift where initially the preaching media previously had an analogous broadcast schedule only can only be enjoyed via analog or digital radio and television with frequency, signals and channels limited by regions and regions, but now can be enjoyed with internet connection via computer or mobile media anywhere and anytime. Diversification is "The process of overcoming the constraints of space and time in social

life". Meanwhile, a French sociologist, Henri Levebvre argues that diversification is the "institutional extension of corporate power in the communication industry". That is, diversification is a process of institutional media extension through the form of corporations and the size of media business entities. Technological advances must be utilized by Muslims to spread the teachings of Islam in order to be at the forefront, one of the live streaming TV dakwah that has only been running for a year, Al Bahjah TV.

Al-Bahjah TV is an online television which is presented as one of the da'wah programs that are under the auspices of the Cirebon Al-Bahwah Da'wah Development Institute since Sunday 3 Rabiul Early 1435/4 January 2014. Al-Bahjah TV focuses on Islamic programs or shows in the shade noble teacher Buya Yahya whose broadcast programs are intended for all ages. Al-Bahjah TV is part of the efforts of the Al-Bahjah Da'wah Development Institute in realizing its vision to "Create a noble society based on the Quran and Sunnah of the Prophet Muhammad."

Looking at the various journey of Al Bahjah TV's establishment of various diversifications and various policies that have been carried out through new media so that the TV continues to run and can be enjoyed by society. Diversification is done because of the available space and time as an opportunity to expand

the business. The development of Al Bahjah TV can be seen from various segmentations, frequencies and services and programs available on this TV station. With so many developments from Al Bahjah TV, there are various developments in the media industry that are seen and need to be scrutinized with new paradigm changes based on various theories that exist in the science of communication to analyse broadcast media in overcoming problems regarding other production and operational costs.

The packaging displayed by Al Bahjah's live streaming media is packaged so that it highlights the Islamic element which only contains learning material originating from the Qur'an and Sunnah, but whether the packaging displayed with visuals that are so simple and seemingly rigid can easily channel and delivered da'wah material or only made the audience saturated and left the Al Bahjah TV media. Based on this background, the focus of the research problem formulation is: "What is the paradigm change and diversification of the da'wah media industry in the digital era with the Al Live TV TV streaming TV case study?". The purpose of this research is to analyse how the paradigm changes and diversification of the da'wah media industry in the digital era with the Al Bahjah TV live streaming TV case study. Research findings are expected to be an alternative understanding of da'wah in the digital era, especially using TV steaming.

2 METHODS

This study uses a qualitative approach. The qualitative approach aims to explain phenomena in depth through in-depth data collection. This study uses a qualitative approach because it views everything constructed with social reality so that it is very concerned about processes, events and authenticity. The process of developing da'wah media in the management of new media has involved interaction with existing realities and changing the paradigm that has existed so far.

This study uses a case study research method in which the researcher attempts to find out and analyze how the research development process. The case study is an inquiry empirical who investigated this phenomenon in the context of real life, where boundaries and context idak antara phenomenon appears expressly or clearly and use a variety of sources or multisumber evidence. The subject of research in the study titled Paradigm Shift And Diversified Industries Media Dakwah In the Digital Era TV Case Study Live streaming Al Bahjah TV is

a team from the editorial section of Al Bahjah TV namely CEO & Founder, Kyai Yahya Zainul Ma'Arif, Head of Da'wah and Media: Muhammad Ramli Jamali and Banin Division namely Poppy. While the object of research in research Changes in Paradigm and Diversification of the Da'wah Media TV Industry in the Digital Age Case Study Live streaming of Al Bahjah TV is Al Bahjah TV's Change in Media Paradigm and Diversification.

Data analysis techniques in this study are using the analytical procedures proposed by Strauss and Corbin with three main types of coding, namely: 1) Open coding (Open Coding), (2) Spanning coding (Axial Coding), and (3) Selected coding (Selective Coding). The research was conducted at the Al Bahjah TV steaming television office on Jl. Prince Cakrabuana No. 179 Blocks. Water Warehouse Ex. Sendang Kec. Sumber - Cirebon 45611 West Java - Indonesia. This research was conducted in a period of three months starting from October 2017 until June 2018. And to produce valid conclusions, the concept is very important and useful in all forms of research methodology. Whether or not the data valid is very important to determine the quality or not of the data. The study uses data validity, which is source triangulation and theory. Triangulation theory: used to test the credibility of the object and the subject of research on existing theories. Whereas source triangulation: is used to test the credibility of the data in the case study determined by the author, namely information and data obtained from one source are reviewed again through several other sources.

3 RESULT & DISCUSSIONS

3.1 Change of Paradigm in Da'wah

Understanding of the changing paradigm of da'wah in the digital era through new media with the Al Bahjah TV case study as an understanding that is significantly related to the condition of the community so that it needs to be considered and considered by the propagator of Al Bahjah TV. In this condition different methods of da'wah are needed in the current information era so that da'wah activities can be carried out continuously at all times and in all places. Research on the changing paradigm of da'wah with the concept of Thomas Kuhn has four stages using New Media theory, two views are examined, namely social interaction and social integration in Al Bahjah TV live streaming media can be concluded that:

1. In terms of **social interaction**, changes in the paradigm of the concept of Thomas Kuhn. Thomas Kuhn through: **The first stage** is the Old Paradigm Stage. In this case Al Bahjah TV Media utilizes the existence of the internet as a medium of da'wah, because the internet has become a necessity and is a strategic way to protect and educate young people to be ready and mature in facing negative attacks from internet media. This media is presented to create a noble society based on the Qur'an and the sunnah of the Prophet Muhammad. **The second stage** is Phase Anomaly. In this stage Al Bahjah TV Media has a paradigm that the teachings of Islamic da'wah are teachings originating from the Qur'an and Sunnah, must be believed and accepted as absolute truth that cannot be contested because of this understanding. comes from the text that is written in the scriptures so that it emphasizes the inner aspects and morality contained in the teachings of religion, where every program material that is broadcast has certain limitations. Thus at this stage a spiritual doctrine approach is developed in every audience. **The third stage** is the Crisis Stage, at this stage some audiences who have been following the da'wah study feel imprisoned in the religious doctrine and beliefs that are held so that the public is locked in a static religious life and thinks that Islamic da'wah has the old tradition of doctrine and ties that must be done deconstruction of understanding of the doctrine that has existed so far. And **the fourth stage** is the new Paradigm Phase, at this stage Al Bahjah TV media is based on live streaming, will present a paradigm shift in terms of audiences, audiences who previously felt confined to static doctrine and beliefs, with the progress of the da'wah Al-Bahjah Live streaming media, audiences or the community is free to choose the material of da'wah that they like, thus the coercion of the will can be avoided. Technological advances and free rights argue that every mission delivered when the settlement
2. In terms of **social integration**, **the first stage** is the old Paradigm Phase, where the media of da'wah is interpreted as a tool that connects the message of da'wah delivered by the preacher to the ummah. Al Bahjah TV media is presented as a media for propagating Islamic references, besides using streaming media through the official website of Al Bahjah TV and the

Playstore application, Al Bahjah TV also uses social media to distribute the material delivered in streaming media. **The second stage** is Stage Anomaly, at this stage live streaming media has the advantage of penetrating space and time, this advantage is expected to be able to make Al Bahjah TV rsmi media a reference source but it is social media that has so far surpassed audiences as the most users, then Al Bahjah TV also broadcasts da'wah studies that are displayed on the official website and the Al Bahjah TV application to be broadcast simultaneously on various social media or Al Bahjah fanpages. **The third stage** is Critical Stage, at this stage the audience is more likely to like social media in surfing cyberspace because of the ease of access in finding various information including da'wah, Al Bahjah streaming live media is considered as a da'wah media with limited space, because it has shortcomings in media applications The live streaming, like the absence of a comment for question and answer column, the public is more likely to enjoy da'wah studies through social media or Fanpage rather than streaming media while the internet-active community will never be satisfied with the development of technology. **The fourth stage** is the New Paradigm Stage, at this stage, the use of official Al-Bahjah TV live streaming media has little contribution in propagating da'wah because the audience prefers to watch da'wah through social media, so the impression is that there is no more use value or not a reference source main but only as an ordinary application because it makes no difference with Al Bahjah TV's fanpage social media.

3.2 Diversification of the Da'wah Media Industry in the Digital Era Consequences of the Technological Revolution: The Creation of Audience Persuasion Strategies

The programs at Al Bahjah TV and RadioQu are dominated by the study program of rutinan da'wah by the owner of LDP Al Bahjah. the contents in the program are also the same only differ in media usage. There are several programs developed from RadioQu media into Al Bahjah TV, such as the "Dua Sisi" program where in the Al Bahjah TV program it becomes "Buya Yahya Answering" and "Tausiyah Pagi", the content of the program content between the

two media is the same, namely tausiyah joint study Buya Yahya discusses the topics from two sharia perspectives and professional disciplines. And the program "Lembayung Sore" on RadioQu is developed in Al Bahjah TV to be an "Islamic Cartoon" program whose content is about inspiration, insight including Islamic studies, stories of friends and child world.

Both of these media must have creative personnel in order to create Islamic program programs with quality content. the higher the ability to create programs to satisfy the needs of the audience, but creative ideas should not violate the rules of sharia because not all creative ideas can become a media program. like the theory expressed by Shoemaker and Reese (2000) that there are five major factors that influence media content, namely individual levels, media routines, media organizations, institutions outside the media and ideology.

As an organization, there are divisions that are interrelated with each other, each division has a specific target. therefore good communication is needed between divisions so that the target can also be supported by other divisions. this form of communication is manifested in the form of deliberations both for the head of the media division, the editing department and the library division. as well as the final production results such as how to pack a display program must support each other. the continuity of a media is not only determined by the solid internal relationships that are intertwined in achieving the target. The media brings together the interests of several groups, including parties that are outside the scope of the media itself.

There are also external factors that can influence the program strategy taken by a media organization, namely:

- **Advertiser (Sponsor)**

Media is a bridge that brings together the interests of advertisers and audiences, audiences need programs from the media to meet entertainment and information needs. and the media also needs funds to continue producing. The media provides programs for audiences and some time for advertisers to attract audiences. In this case Al Bahjah TV has no ad spots to date but RadioQu media has several ad spots, and from the ad spots on RadioQu, the funds are allocated for production on Al Bahjah TV media. The advantage of streaming TV based media is the cost requirement that is not as large as commercial TV media.

- **Government**

In Indonesia, the government organization tasked with monitoring broadcasting program programs is

the Indonesian Broadcasting Commission (KPI). KPI has the authority to freeze a program that if the program violates the rules and makes people uneasy. In this case, both RadioQu and Al Bahjah TV have never received reprimands for programs that aired because the programs and content made were aimed at propagating the media to make the community have a noble character. At the ideological level, RadioQu and AL Bahjah TV have a mission to become da'wah media as a reference media for the people to benefit the world and the hereafter. then both of these media always provide da'wah programs to educate to be a reference for every life problem in sharia based on the Qur'an and As Sunnah.

3.3 Consequences of Owner Interest: Al Bahjah TV Media Structure in Critical Perspective of Media Political Economy

The research findings of Al Bahjah TV Media Structure in this media media perspective both from the data obtained by researchers and from interviews and observations, the power of Al Bahjah TV's capital owners saw the gaps and spaces in each broadcast for da'wah material. Where every material delivered is not only about religious issues that have existed for a long time but also phenomenal problems that are actually happening. The material content in delivering actual da'wah encourages audiences to witness the material preached from Buya Yahya's point of view because the society is currently so selective in choosing da'wah speakers, this encourages Al Bahjah media to spread da'wah globally through streaming media, for RadioQu, broadcasting the establishment of a radio media that originated in the Cirebon region where the headquarters of RadioQu was established is now developing into several regions in Indonesia due to the needs of the Muslim community for religious knowledge.

The politics of the propaganda media of Al Bahjah TV is also seen in how a media organizes and arranges the management of a da'wah program including in selecting and inviting preachers in collaborating to provide material, one of the tangible evidences seen in the collaboration between Buya Yahya and the habaib invites the audience to increase because the habaib have their own santri and followers, this added value is what makes the Al Bahjah TV program have additional spectators and other examples of cases is when Buya Yahya side by side with Ustad Abdul Shomad who is known is a

preacher who has high flying hours with public enthusiasm tall one. the selection of the collaboration of the da'wah speaker which was carried out and arranged in such a way by the Al Bahjah TV media had an impact on the increase in the audience in watching Al Bahjah TV program.

The structure of Al Bahjah's media in terms of the selection of da'wah speakers is very encouraging on the impact of determining the rating increase that is currently felt by live streaming media is by choosing how much the audience on the media and how enthusiastic the public is in watching the da'wah. The naming of Al Bahjah TV was taken from the name of Al Bahjah LDP established by Buya Yahya himself to remind that Al Bahjah TV is always under the auspices of Al Bahjah LDP. With the scale of the Cirebon region which is not so wide, RadioQu Cirebon and Al Bahjah TV can be easily recognized by the surrounding community.

The process of establishing Al Bahjah LDP which has many students interested in learning religious knowledge is used by capital owners to penetrate the market to accelerate public acceptance. in the early days of the emergence of RadioQU broadcasting only reached the Al Bahjah LDP area. then due to the large number of alumni from Al Bahjah LDP scattered in all regions in Indonesia and also the owner of Al Bahjah LDP namely Kyai Yahya Zainul Ma arif is a preacher who has a big name in Indonesia, so RadioQu da'wah media is spread slowly in several regions in Indonesia but with the limitations of radio da'wah media that is limited by the frequency and cost range as well as the ease and advancement of technology at a more affordable cost, it becomes an extension and media development into streaming TV with the aim that people both in Indonesia and abroad can watch and get additional insights regarding religious science and can answer all problems in religious matters.

In terms of Al Bahjah TV's political economy media perspective, changes and dialectics that occur are related to the position and role of the communication media. Al Bahjah TV is doing media development from Radio media called RadioQu so that it penetrates Streaming TV media, Al Bahjah TV. This development is based on several things, namely (1) Following the times and technology with easy access to da'wah media, (2) Cost aspects, Streaming TV is more affordable than radio media, and (3) TV media is easier to digest by various parties due to visual and audio.

Media Al Bahjah in the Media Structure invites the public to the reality in the field recruiting employees who work in running this media from the

scope of the santri by spreading a community called friends community Al Bahjah, in the media political economy, there are several points that can be used by Al media Bahjah TV is based on live streaming by recruiting media employees from a community of friends who are students and Al Bahjah LDP students who are pushing for efficient value in terms of production costs and in paying employees. Because the cost emphasis in a media is felt to be very necessary to support the sustainability of a media.

4 CONCLUSIONS

Based on the results of research and analysis, the research at Al Bahjah TV and RadioQu there are several issues found in the research on the paradigm change and the diversification of the da'wah media industry on the live TV Al Bahjah TV. Diversification industry Media Da'wah Live Streaming TV, in terms of diversification of the da'wah media industry using political economy media theory, many factors that surround the public persuasion strategy, the power of capital owners, the existence of new spaces of da'wah as new markets. In the Persuasive Strategy factor of the Audience, by having a target audience. both media will be able to maximize the program impressions presented. Al Bahjah TV and RadioQu complement each other to develop. The program aired by these two media is not head to head, because each of these media does not have an audience over each other. In the Strength of the capital owner's factor, the media owner and the capital owner of Al Bahjah TV's da'wah media with the power possessed creates a media structure on how a media organizes and arranges the management of a missionary event including in selecting and inviting preachers in collaborating to provide material, such as preachers those who have a lot of santri or followers also preachers who are being attracted by many audiences will increase the number of viewers of an Al Bahjah TV media. and in terms of media employees, the structure of this media organization chose from Al Bahjah LDP students as one of the strategies in reducing efficient value. On the New Space Factor as a New Market, the use of this new media has become a new market in increasing the material purse of media owners, because this media is used not only to preach but also to promote the book by Buya Yahya and the promotion of LDP Al Bahjah.

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