

**THE ANALYSIS OF THE CONTENT OF DAKWAH MESSAGES IN THE BOOK :  
UDAH PUTUSIN AJA! WRITTEN BY FELIX SIAUW**

Pina Purnama Lubis, Mutiawati

***Abstract***

*The purpose of this study was to find out what da'wah messages were conveyed by Ustadz Felix Y. Siauww in the book UDAH Putusin Aja!, both in aqidah messages, moral messages, and shari'ah messages. The researcher also finds out which message is more dominant in this book so that the researcher can conclude what the contents of this thesis are. The method used in this research is the library method in the form of content analysis. In collecting data, Library Research technique is used with Coding Sheet technique. Then the technique used in analyzing is descriptive analysis which describes in detail what problems are discussed. The research findings show the messages of da'wah (3 aqidah messages, 7 morals and 18 shari'ah messages) in the book Just Break Up! this is a message not to do an act that is very clearly unlawful, namely dating. Many da'wah messages can be taken from this book, including messages not to commit adultery, to do ta'aruf properly and correctly, and many more da'wah messages that can be applied in everyday life. The results also show that messages about aqidah and sharia are more dominant in the book under study.*

*Keywords: Content Analysis, Ustadz Felix Y. Siauww, Prohibition of Dating, Message of Da'wah.*

**Introduction**

In today's society dating is not a taboo thing to do but it has become a familiar thing and sometimes this is done by younger people in exchanging love. There are some who do courtship just for fun, there are those who do it with the intention of getting married, and a variety of different intentions. This courtship has been widely practiced using everyone, lately it is not uncommon to peek at several young adults together, holding hands, making out, even doing bad things in public. This dating is no longer felt, both from among students, college students, even standard school children are already familiar with this courtship. It's as if this has become an unusual and affordable place of interest to do.

Dating is an act that is close to adultery, therefore dating according to the Islamic view is haram. Because, in it can be found the styles of adultery. Such as the adultery of the eyes, the adultery of the heart, the adultery of the hands, the adultery of the feet, the adultery of the mouth, and the biggest adultery, especially the adultery of fajri (sorry, pubic). In Islam, adultery is a major sin. The impact of this courtship can be very fatal, where there are many cases of young adults

who have exceeded the limits in courtship, so that some are pregnant out of wedlock through having adultery. At least, even if you are not pregnant out of wedlock, you can't avoid this kind of petty adultery. If something small is piled up and piled up, it will eventually become big.

Many humans think that courtship is a way of mastering every difference, each of the non-public strengths and weaknesses of each of the 2 opposite sexes. We've heard of these causes a lot and made dating an element of an everyday and unusual place to do. Coupled with the entry of western lifestyles through the media industry, including films, music, and various media, which emerged as the mecca of today's youth.

Starting from the arrival (Ta'aruf), then persist with the proposal (Khitbah), and last until the wedding. However, nowadays most people start the sermon by using courtship. Young people who are courting, if there is a similarity and compatibility, are accompanied by the help of a fiancé. However, courtship here is a way to master each person's different personality, keeping in touch with any differences which in Islam is called Ta'aruf.

Ta'aruf that has been widely known through humans in Indonesia is ta'aruf related to the field of love. Today's youth may be familiar with the time of ta'aruf, but in doing so there may be a lot of confusion. Some people think that ta'aruf is a vital element now that they are no longer doing courtship activities but are still trapped in exile.

There are so many bad consequences of courtship, ranging from wasted time, decreased appropriate activities, weakened faith, falling into adultery, and the most severe is dropping virginity for women, or even resulting in pregnancy out of wedlock.

In conveying the message, it is very important to apply a powerful technique, of course one of them is the da'wah technique, this da'wah technique has also been carried out for a long time through the way of the Prophet Muhammad, Da'wah techniques can be very subtle to just be accepted and quickly understood through community facilities, both teenagers as well as adults.

The development of the times, da'wah activities orally and in writing, as well as determined in books, newspapers, journals, clinical works, and others. Many preachers choose da'wah through bil qalam da'wah, because bil qalam da'wah is da'wah that is carried out in writing, either through the internet, newspapers, or books. Books are a medium that is often used by preachers in conveying their messages.

There are so many preachers who use books as a medium for their da'wah, consisting of Ustadz Felix Siauw who is a total Islamic preacher and adviser who is well-known in various Indonesian societies. And from the books he has published, one of the books that is well known and has emerged as a good vendor is the book entitled "Just Break Up!".

The book "Just Break Up!" This is a book that tells how the impact of deviant behavior is experienced by many people, especially dating. The first part describes the young man who fell into a really unhappy situation, especially his lack of honor as a girl, he had given his honor to an irresponsible man. From the title, we can see how this book is more dominantly conveyed to people who are doing illegal acts, namely dating. Even with a simple language style, the da'wah messages contained in the book can be digested well by the readers. More inclined to the message of aqidah, and its shari'ah. Where there are more messages of aqidah da'wah regarding courtship law and shari'ah messages regarding laws that explain how to ta'aruf and khitbah properly and correctly.

This book can be very useful, many policies are set in line with Islam, as a Muslim it is obligatory for miles to care." Many readers of this book recommend that this book needs to be examined before or when falling in love, the contents in the book are very thrilling and light, so that the message of da'wah can be immediately directed and understood with the help of readers, both young and old.

## **Literature review**

### **A. Definition of Content Analysis**

Content analysis or content analysis is research that examines the content of messages conveyed in a communication process. Content analysis is research that discusses information that is printed or written in the mass media in depth.

Content analysis is a research technique to obtain an overview of the content of mass communication messages that is carried out systematically, objectively, and sociologically relevant, in the description of the analysis using qualitative, quantitative, and even both measurement procedures.

Some definitions of content analysis are based on the opinions of several experts, namely:

1) Berselon & Kerlinger stated that content analysis is a technique to analyze and study communication in a systematic, objective, and quantitative way towards the visible message.

2) Krippendorff stated that content analysis is a research technique to make conclusions that can be imitated or replicated and the data is correct by taking into account the context.

3) Weber said that content analysis is a research method that uses a set of procedures to make valid inferences from texts.

4) Fico, Riffe, and Lacy said that, content analysis is a systematic testing technique and can be simulated from communication symbols, where these symbols are assigned a numerical value based on valid measurements, and analysis uses the content of communication, draws conclusions and provides context. , either production or consumption.

5) According to Rahmat Kriyantono, content analysis is a regular technique for analyzing a message to observe and analyze the content of the open communication behavior of the selected communicator. In the field of communication science this analytical method is very appropriate to use, because the object of the research is the content of the message conveyed by a communication medium. The working procedure of this method is almost the same as the survey method, the only difference being the object of research.

Content analysis is a research technique intended to draw conclusions by introducing certain characteristics to messages systematically and injectively.

## **B. Definition of Da'wah**

Da'wah is etymologically derived from Arabic, namely da'a, yad'u, da'watan, which means inviting, calling, and calling. And the term (terminologically) is divided into two parts, namely:

a. The meaning of da'wah in a limited way is:

Da'wah is the delivery of Islam to mankind, both verbally and in writing and humanly (calls, calls and invitations to humans to Islam).

b. The broad meaning of da'wah is:

Da'wah is a translator and implementer of Islam in the behavior of human life and livelihood (including economic, political, social, educational, scientific, artistic, familial, and others).

Da'wah has a broader meaning, because the term da'wah has the meaning as an activity of conveying Islamic teachings, ordering to do ma'ruf and preventing evil deeds, as well as giving good news and warnings to humans. Therefore, at the practical level, da'wah must contain and involve three elements, namely: message delivery, information conveyed, and message recipient.

### **C. The Purpose of Islamic Da'wah**

Da'wah is a step of activity or process in order to achieve a certain goal. The purpose of this goal is to provide direction or guidance for the initial steps of da'wah activities, because without a clear goal all da'wah activities will be in vain.

The purpose of da'wah is actually the goal that was revealed by Islam to humanity itself, namely to create humans who have high quality of aqidah, worship, and morals.

Da'wah also aims to make humans who can apply the perfect "Hablum Minallah" and "Hablum Minannas" characteristics, namely :

a) Hablum Minallah or Mu'amalah Maal Khalik, namely perfecting the relationship between humans and their creators.

b) Hablum Minannas or Mu'amalah Maal Khalqi, namely perfecting human relationships with fellow humans.

c) Hold a balance (tawazun) between the two and apply both in line and running.

d) At each stage of the da'wah or each field of the da'wah process, it also has its own main and intermediary goals and so on. All this is to clarify and facilitate the purpose of da'wah to the fullest.

### **D. Message of Da'wah**

In Islamic teachings the message is an order, advice, request, and trust, which must be conveyed to others. While the message of da'wah is all statements that are sourced from the Qur'an and Al-Hadith both in writing and in the form of tract messages.

The message conveyed by the da'i to mad'u which contains truth and goodness for humans that comes from the Qur'an and Hadith is called Maddah. Allah who ordered directly to the Prophet Muhammad SAW to choose every da'wah material that fits the situation and conditions of the mad'u. However, the material is still not far from the teachings of Islam. The entire message of da'wah is based on Islamic religious guidelines, namely:

1) Al-Qur'an

The Qur'an is a guide for the religion of Islam, which is presented as the foundation for Muslims. The Qur'an is the main source of all da'wah material. A preacher must master the Qur'an in depth, both understanding and how to read it.

## 2) Al-Hadith

Al-Hadith is the second source after the Qur'an in Islam. Hadith contains explanations from the Prophet in realizing life based on the Qur'an. As a preacher, you must master the hadith, because some Islamic teachings that come from the Qur'an are interpreted through the words of the Prophet contained in the Hadith. The message conveyed by the preacher is a message of truth delivered with strong, logical, and factual arguments from various sources.

### **D. Dating in Islamic View**

Islam views men and women as equal in creation and glory, but differs in function and placement. Islam gives a special portion to men which is not given to women.

This separation is not intended to limit and trouble, but to maintain the honor and glory of the woman herself, to keep her future full of goodness. All of this was clearly practiced at the time of Rasulullah SAW, namely the separator between the lives of men and women.

The term courtship actually does not exist in Islam, but actually the term courtship is almost the same as the term ta'aruf, which is the process of getting acquainted to find a match between the two towards a marriage commitment. This is only a matter of the denominator, which becomes a matter of courtship mostly done by school-age children who are not ready to get married.

Islam forbids interaction between men and women who are not interested, and while in courtship activities there is a sin that when you do nothing you are already exposed to the sin of adultery, namely seclusion or both a man and a woman.

According to Ustadz Felix Y. Siau's view, dating activities or romantic relationships that do not have a serious intention to get married are strictly prohibited, because they have more negative impacts. In Islam, what is called ta'aruf, ta'aruf with courtship are essentially the same, namely both introductions, but Ustadz Felix has his own views. According to Ustadz Felix, the first is that there is no ta'aruf (introduction) process before the khitbah (proposal) process. He argues that if ta'aruf is carried out before the khitbah process is carried out first, it will lead to a courtship relationship that is far from committed, not serious, and will be more detrimental to women.

Zina is a big sin in the sight of Allah, it is also very detrimental to men, especially women, and human life in general, so Islam closes all roads to adultery.

## **Research methods**

This research uses content analysis which has been widely used to examine da'wah messages. By using a qualitative approach that aims to find the meaning of a word or sentence, as well as the meaning of something that depends on a literary work.

The main point of qualitative content analysis is to gain an understanding of the meanings, prominence, and themes of messages and to understand the organization and process of how messages are presented in the media.

The method used in this research is descriptive method, this research step describes an object, phenomenon, or social setting that will be written in narrative writing. The meaning in writing data and facts collected is in the form of words or pictures compared to numbers. In writing a qualitative research report, it contains excerpts of data (facts) revealed in the field to provide support for what is presented in the report.

The type of this research is content analysis in the book *Already Putusin Aja!* By Ustadz Felx Y. Siauw. Content analysis can be used for exploratory and descriptive studies. Hardjana explained that content analysis techniques generally provide benefits for three activities, namely: (1) making a description of what, how, and to whom a communication is broadcast, (2) making inferences about antecedents regarding the causes and effects of why a communication is stated, (3) draw conclusions about what the impact of the stated communication is.

## **Data collection technique**

The data collection technique in this research is using documentation technique. Documentation is the process of searching for and regarding things or variables in the form of notes, transcripts, books, newspapers, magazines, articles, and others. Documents as data sources can be used to test, interpret, and even predict reality. This research collects data related to research, the data can be obtained through relevant books, scientific journals, and others.

## **Data analysis technique**

This type of research is a content analysis of the contents of the book *Already Putusi Aja!*. Qualitative data content analysis is a method that is carried out by working with data, categorizing

data, sorting it into manageable units, synthesizing it, looking for and finding patterns, discovering what is important and what is learned, and deciding what to tell people. other.

The stages of this research display da'wah messages based on systematic categories. That consists of messages about messages of faith, messages of morality, and messages of sharia. Then a kind of grouping is made that is used to separate da'wah messages based on aqidah messages, moral messages, and shari'ah messages. So that later the message of da'wah contained in the book *Just Break Up!* Will be analyzed based on these groupings.

## **Results and Discussion**

### **A. Synopsis of the book, just break up! By Ustadz Felix Y. Siauw**

This book begins with an email sent to Ustadz Felix from a fan. In the email she told how she lost her honor and dignity as a woman. The story that is told is not just the story of one person or two people, but hundreds of other people who have experienced the incident, it's just not revealed and only becomes an open secret.

In this book it is explained well and in detail, how love is a gift that has been given to his servant, namely humans, in this book it is explained "Love is a gift from Allah and His gift. Allah instills love in our souls as a form of His love for us so that we think about Him." However, because Muslims now live in the confines of a society that seems to misunderstand love. We live in a society that idolizes carnal gratification through sexual exploitation which they perceive as love.

This book not only explains how the bad effects of dating, but also explains and explains about *Khitbah-Ta'aruf* which is certainly for people who are ready to get married. Which is where there are still many people who do not understand good and correct ta'aruf and also who always misinterpret ta'aruf to be Islamic dating.

### **B. The message of Da'wah contained in the book is over! By Felix Y. Siauw**

Da'wah message category

1. Message of Aqeedah: Faith in Allah, Faith in Angels, Faith in Books, Faith in Prophets and Apostles, Faith in the Last Day, Faith in Qadha and Qadar

2. Moral Messages: Maheasy Morals, Mazmumah Morals

3. Sharia Message: Worship, Muamalah



## Conclusion

The message contained in the book, *Just Break Up!* is the message of aqidah, morality, and shari'ah. The message of da'wah related to aqidah is about the love of nature contained in the book. Da'wah messages related to morals are about the prohibition of dating, and da'wah messages related to shari'ah are about ta'aruf/khitbah.

The analysis of the message of da'wah contained in the book "*Just Decide Aja*" is more inclined to the message of aqidah, and its shari'ah. Where there are more messages of aqidah da'wah regarding courtship law and shari'ah messages regarding laws that explain how to ta'aruf and khitbah properly and correctly.

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