

Revitalizing Da'wah Against Communication Chaos in the Modern Era: Content Analysis of Piweling Maiyah's YouTube Content

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INFO ARTIKEL

Riwayat Artikel:
Diterima: Juni 2024
Direvisi : Juli 2024
Disetujui: Agustus 2024

Kata Kunci:
Miskomunikasi
Piweling Maiyah
Cak Nun
Revitalisasi Dakwah

ABSTRAKSI

Abstrak:

Pertikaian rumah tangga yang meruntuhkan hubungan hanya dengan miskomunikasi telah menimbulkan fakta miris, seperti kasus pembunuhan, mutilasi, sex diluar nikah dan lain-lain. Maka, komunikasi harus dilebur dengan dakwah islam sekaligus menjawab tantangan zaman. Hal ini telah dipraktekkan oleh Cak Nun yang dikenal dengan nama Maiyah. Dakwah Maiyah menekankan pada pemahaman holistik tentang kehidupan, di mana setiap individu diajak untuk menjadi pribadi yang bijak, toleran, dan berkontribusi positif terhadap lingkungan sekitarnya. Penelitian ini menggunakan metode analisis isi, objek dalam penelitian ini menitik fokuskan pada konten *Piweling Maiyah* yang berjudul Belajar Mencari Golnya itu apa – Cak Nun. Hasil dalam penelitian ini, kehidupan yang ditekankan dalam kanal YouTube *Piweling Maiyah* tersebut, pertama dalam memperbaiki hidup menuju manusia yang bedaulat dan bisa menyelamatkan diri dihadapan Allah SWT, Hal ini merevitalisasi, menjadikan manusia memiliki cara dalam berfikir positif dan membawa tingkat ekspresi komunikasi mentalitas berlandaskan iman yang kuat.

Abstract:

Domestic disputes that destroy relationships simply through miscommunication have given rise to sad facts, such as cases of murder, mutilation, sex outside of marriage and so on. So, communication must be integrated with Islamic da'wah as well as responding to the challenges of the times. This has been practiced by Cak Nun, known as Maiyah. Maiyah Da'wah emphasizes a holistic understanding of life, where every individual is invited to become a wise, tolerant person and contribute positively to the surrounding environment. This research uses a content analysis method, the object in this research focuses on content Piweling Maiyah which is entitled Learning to Find Goals - Cak Nun. The results in this research show that life is emphasized on YouTube channels Piweling Maiyah Firstly, in improving life towards becoming a human being who is sovereign and can save himself before Allah SWT. This is revitalizing, making humans have a way of thinking positively and bringing a level of expression of communication, a mentality based on strong faith.

Keywords:
Misscommunication
Piweling Maiyah
Cak Nun
Revitalitation of Da'wah

I. Introduction

In the past, the mention of communication was a very natural thing, even Dedy Mulyana wrote in his book entitled Communication Science An Introduction that he said that humans without communication were lost (Mulyana, 2015). But not nowadays, many people also experience chaos due to communication, whether it is intentional or unintentional behavior. These mistakes are often considered to be just coincidences, or even just bad luck. For example, in domestic disputes that

destroy relationships just by saying the wrong thing, other problems also occur, such as cases of murder, mutilation, sex outside of marriage and so on (Yusuf, 2023). In fact, this chaos can be overcome if you take time for the incident, by developing knowledge about what you want to say and do (Dr. Redi Panuju, 2018). So, from here a self-evaluation process is really needed through improving the behavior of communicating better.

Communication as social interaction or work, both contain required competencies, technically a person is required to convey messages clearly and be understood by the recipient. Furthermore, in practice, communication requires two things to arrive at the communication process, namely: change and adaptation. If an individual experiences failure in communicating then he automatically fails to adapt (adjust) to the situation and conditions that exist at that time (Dr. Redi Panuju, 2018). In addition, in a global form, social change is urgently needed. Due to rapid social changes and changes in the increasingly complex structure of society, this has an impact on the flexibility of Islamic da'wah which has the ability to respond to various challenges of the times (Alim, 2020).

Islam's contact with cultural reality and tradition, which makes it possible to carry out da'wah activities in order to change its character and form, especially aspects of modernity which encompass all aspects of human life. Da'wah must be achieved in the most relevant and targeted form by considering all aspects of community needs. Of course, efforts are needed to revitalize da'wah, it does not have to be "missionary" oriented: spreading religious truth while increasing efforts to attract people who still do not believe, and will not be satisfied until religion penetrates the soul of every individual (Alim, 2020). However, the point is that problems that arise in society must be addressed immediately, both from the moral, faith and welfare aspects. This aims to create a peaceful, safe and prosperous life. In this case, da'wah activities are one answer to this problem. An important task of missionary work is to improve the material and spiritual life of society.

The preaching that is carried out is only to invite people to live happily in this world and the hereafter. Happiness and a stable and prosperous life in this life and happiness in the afterlife are the results of this life (Mochamad Aris Yusuf, 2022). Thus, the revitalization of da'wah must be forward-looking and contain a spirit of reform, efforts to spread Islamic values are seen as "values of the common good" which aim to build harmony in human life, on the other hand, the spirit of reformism is manifested in efforts to view the Islamic entity as a "Universal Religion" to remain consistent with all changing times. This spirit was actually seen when Islamic warriors were highly respected and respected during a series of conquests. This da'wah stance of "visionary progress" does not involve romanticism, nor does it consider the early Muslim generation to be the ideal "renaissance" generation of today. A visionary figure certainly sees the future as both a hope and a challenge in articulating universal Islamic values, rather than "returning" to the past and making it all a model for the current era (Alim, 2020).

So, this research aims to respond to problems in communication chaos in the modern era by revitalizing da'wah. The object of this study is analyzing the content in Piweling Maiyah's YouTube content entitled Learning to Find Goals - Cak Nun. With this study, it is based on the meaning of a shift in communication as a bridge of information, now it has become chaos caused by communication itself. So, communication must be correlated with other sciences including da'wah so that there is peace and comfort in the presence of good communication.

So far, similar research has been found written by Syahirul Alim in the title "Revitalizing Islamic Da'wah: Tolerance, Harmonization and Moderation" (Alim, 2020). The results of this research are Islamic da'wah activities that must be adapted to the times and development of society, because communication in da'wah is a control of behavior. So this da'wah plays a vital role in controlling character formation. Furthermore, in research written by Tinta Ilmiati with the title "Content Analysis of Da'wah Messages in the Wawacan Kean Santang Aji Manuscript" (Ilmiati, 2020). The results of this research found three categories of da'wah messages contained in the Wawacan Kean Santang Aji manuscript. The three categories mentioned are: messages of faith, morals and sharia.

Furthermore, research from Abdul Salam et al, entitled "Da'wah via YouTube (Analysis of Ustadz Hanan Attaki's Da'wah Message)" (Abdul Salam, Muliaty Amin, 2020). The research results

showed that Ustadz Hanan Attaki's preaching message was packaged in a video containing motivation, recommendations and warnings. The dictionary chosen for Mom is embellished to make it easy to accept and understand. Ustadz Hanan Attaki's preaching method uses audio and visual sounds that suit the way he speaks and with a different theme every week. Apart from that, the title of the da'wah keeps young millennials motivated.

II. Research Methods

The method in this research uses a type of qualitative research method, what is meant is a type of research that produces discoveries that are not obtained through statistical or quantification procedures. However, qualitative produces descriptive speech, writing or documentation of what is observed. The main goal in qualitative research is to understand social phenomena or symptoms by providing clear explanations (Sujarweni, 2014). Meanwhile, the analysis method in this research uses the content analysis method (*content analysis*) as a surgical tool. Content analysis is a technique used to draw conclusions through observing the contents of an object. Content analysis also has the aim of formulating conclusions by systematically and objectively identifying messages from a delivery (Ilmiati, 2020).

In this research, the object uses piweling maiyah content entitled Learning to Find Goals - Cak Nun. After that, the message conveyed in the content is analyzed to find out what the category and message are. The data sources in this research have two parts, first the primary data in this research is the content of Piweling Maiyah entitled Learning to Find Your Goals - Cak Nun. The two secondary data in this research were obtained from books, scientific journals, the internet and others as a complement to primary sources (Aris & Najmi, 2022).

III. Data Analysis and Result

A. Profile of Emha Ainun Nadjib

Emha Ainun Nadjib or Cak Nun's exploration from time to time, place to place, moment to moment now has an impact on building his understanding. Someone who does not ignore this monumental event still neatly narrates his human experience. Many creative works have been produced, as many people know. Mbah Nun is the type of writer who does not construct his ideas of scientific universalism in one special book (Rony Pratama, 2018). His tendency is to spread philosophical values in all works without exception.

The figure of Emha Ainun Nadjib or often called Cak Nun is an artist, cultural figure, intellectual and intellectual who was born in Jombang, East Java on May 27 1953 (Mochamad Aris, 2023). He is widely known as a figure who is critical of various social, political and religious issues in Indonesia. His language style is unique, poetic and full of wisdom, making every work and thought always eagerly awaited by many people. Cak Nun studied primary and secondary education in Jombang, then continued to Gadjah Mada University (UGM) in Yogyakarta. Even though he did not complete his studies at the university, his experience in Yogyakarta had a lot of influence on the development of his thinking, but he did not feel at home. He preferred to study at "Malioboro University" (Wardatul Ummah, 2020). Joining a group of young writers, Persada Studi Club (PSK), he became increasingly aware of his literary and writing potential. His writings are spread in various mass media. This is an important point in the presence of public recognition of its existence. Anxiety about offering value alternatives makes Emha always stifled by institutional capabilities.

Cak Nun started his career as a poetry and essay writer. His works are often published in various national mass media. Some of Cak Nun's books are Markesot Bertutur (1993), Letter to Kanjeng Nabi (2003), Bambu (2005), Suluk Pesisiran (2007). Apart from writing, Cak Nun is also active as a speaker in various discussion and cultural study forums. He

often appears at teaching events, seminars and workshops, both at home and abroad. Cak Nun is known as the founder and leader of the Maiyah community, a discussion and study group that focuses on understanding religion, culture and social life. This community regularly holds monthly meetings called “*Sinau Bareng*”, which is attended by thousands of participants from various circles. In Maiyah activities, Cak Nun often invites participants to think critically and reflectively about various life problems. Maiyah is not only a forum for spiritual development, but also for building social and national awareness.

Cak Nun is respected as one of Indonesia's leading intellectuals and cultural figures. His thoughts have influenced the younger generation and community leaders. Even though he is often critical of the government and public policies, Cak Nun is still respected for his good intentions to fight for justice and truth. Cak Nun is married to Novia Kolopaking, a famous actress and singer in Indonesia. They were blessed with several children and lived in a simple environment but full of intellectual and spiritual activities. Cak Nun is a unique figure in the Indonesian cultural landscape. With his extensive work and intense social activities, he continues to make a real contribution to the development of culture and social awareness in Indonesia. His skill in concocting words and his deep thoughts make him an inspiration to many people.

B. *Revitalization of Maiyah Da'wah*

In principle, the essence of da'wah is to call and invite people to the path of goodness, as well as efforts to manage human relationships with Allah (Khabibul khoiri, 2022). Dakwah Maiyah is a spiritual and cultural movement pioneered by Emha Ainun Nadjib, who is familiarly called Cak Nun. Maiyah is a form of da'wah that integrates various aspects of life, including religion, art, culture and science. This movement emphasizes dialogue, togetherness and mutual understanding between human beings regardless of social, economic or religious background. The basic philosophy of this movement is togetherness and sincerity in seeking truth and wisdom. Cak Nun invites people not only to carry out religious rituals, but also to understand the essence and deeper meaning of these teachings.

Maiyah Da'wah emphasizes a holistic understanding of life, where every individual is invited to become a wise, tolerant person and contribute positively to the surrounding environment (Rio Febriannur, 2018). Maiyah is carried out through various mediums, including regular meetings called “*Sinau Bareng*”, where participants are invited to learn together through discussion, art and culture. These meetings are usually filled with lectures, music, poetry and interactive discussions. Cak Nun also believes that Maiyah is part of Allah's qadar, which is a medium for spreading da'wah with mobilization, resonance, transformation that has no limitations from Maiyah. Maiyah is not a group of mass organizations, congregations, institutions, but software powder from Allah.

Cak Nun often invites artists, cultural figures and intellectuals to be involved in *Sinau Bareng*, so that Maiyah's preaching becomes more inclusive and multidimensional. This open approach makes Maiyah a friendly space for all groups, from various ages, professions and beliefs. Maiyah's da'wah has had a significant impact in spreading the values of togetherness, tolerance and peace in society. This movement encourages individuals to think more deeply about life and religion, and apply these values in everyday life.

Apart from that, Maiyah also provides space for art and culture to develop, thereby enriching Indonesia's cultural treasures. Da'wah Maiyah is not just a spiritual movement, but also a cultural movement that invites every individual to seek the truth with a sincere heart and an open mind. With an inclusive and multidimensional approach, Maiyah has succeeded in creating a space for harmonious dialogue in a diverse society. This is a movement that teaches us to always be together in search of the true meaning of life. Maiyah is formulated to have individual and relative goals that both seek the truth.

C. *Finding Life Goals*

Basically, human confidence grows in awareness and recognition of the ideal world that gives meaning to life (syamsul rijal, 2001). In religion, the religious values that are adhered to will have an impact on the behavior and activities of the religious social life of a community. In this century, socio-religious phenomena are still massive, such as the tendency towards materialism and the neglect of spiritual values created by the dominance of the essence of belief. The meaning of life is a concept that has captivated human minds for thousands of years. From philosophy to religion, from psychology to personal experience, various views have been proposed to understand what makes life worthwhile.

From a philosophical perspective, we find various theories that challenge and inspire. Whereas in religion and spirituality, the meaning of life is often linked to our relationship with something bigger than ourselves. In Islam, life is seen as a test and preparation for life after death. A more common spiritual view may see meaning in connection with the universe or in the search for inner peace. Human life is colored and decorated by various goals and hopes (Khairul Hamim, 2016). One of these goals and hopes is the achievement of happiness. In general, this is seen in the reality that shows that humans strive to achieve happiness in life. Meanwhile, the happiness that humans desire is still at an unstable point (not fixed).

This happiness can be a fundamental, pigmented, fundamental and ideological change in life. Everyone can realize these life changes in their own way. So, every human being's ability is different in making it happen. The more someone views changing their life into happiness as the ultimate goal of their life, the more focused and deeper they will be in living a better life. Psychology also provides important insights into the meaning of a positive life emphasizing the importance of happiness and self-fulfillment, while Viktor Frankl's logotherapy emphasizes the importance of finding personal purpose and meaning, even in the most difficult circumstances.

Finally, personal experience is often the main source for many people in searching for the meaning of life. Inspirational stories of people overcoming great adversity or finding meaning in small, everyday actions can be very inspiring (Juita, Janes, 2023). In conclusion, the search for the meaning of life is a personal journey that is unique to each individual. This is an endless quest that requires us to continually reflect, ask, and search. And while the answers may be different for everyone, the search itself is an important part of what makes life worthwhile.

Analysis of the life goals emphasized in this post, firstly in improving life towards becoming a different human being and being able to save oneself before Allah SWT (Rahimah hamdan, 2017). Apart from that, the phrases mobilize, control, rebel, are only aimed at revolution. If we look at it from this point of view, whether we achieve it or not, whether we live or not, whether we are successful or not, it is up to God's will. This happiness of the soul can be obtained when humans reach the peak of gratitude and the wisdom of knowledge and blessings. Something that God has entrusted to humans is only a blueprint for the future of world civilization. This will enable humans to have a way to improve their way of thinking and can lead to a level of mental communication expression. This communication ability is concluded in recognizing ascetics, *art in selfishness* and *menep*.

The level of expression of this communication mentality is greatly influenced by factors such as culture, social context, personal experience, and the relationships between the individuals communicating. Understanding these different levels and forms of communication is important for building effective and meaningful relationships. These blessing goals make people more confident, calm (not easily angered), learn from things that are often considered negative, become wise and independent individuals, understand

destiny that nothing would have happened if it had not been God who organized it. However, often looking for the dynamics of life gives rise to various perspectives in accordance with the nature of humans in achieving their life goals.

IV. Conclusion

Family disputes that destroy relationships because of wrong words have given rise to horrific facts such as murder, mutilation and extramarital sex. Therefore, communication must be integrated with Islamic da'wah as well as to answer the challenges of the times. Da'wah activities must be realized in the most relevant and targeted form. As the Da'wah carried out by Maiyah prioritizes a holistic understanding of life, she invites everyone to become wise, tolerant individuals and make positive contributions to the surrounding environment. Therefore, the analysis of life goals emphasized by the Piweling Maiyah YouTube channel is improving life first and becoming a unique person who is able to save oneself before Allah SWT. It was also found that the words mobilization, control and resistance only apply to revolutions. Furthermore, what God entrusted to humanity was only a blueprint for the future of world civilization. This will enable humans to have a way to improve their way of thinking and can lead to a level of mental communication expression.

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