

Communication Strategy of North Sumatra Addakwah Institution in Developing *Dai and Daiyah* Public Speaking Skills

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ABSTRACT

Abstrak: Lembaga Addakwah Sumatera Utara merupakan organisasi yang aktif dalam pengelolaan ajaran agama Islam khususnya di desa minoritas Muslim yang ada di Sumatera Utara. Public speaking menjadi fondasi dalam menyampaikan pesan dakwah kepada khalayak agar pesan tersampaikan secara efektif. Melalui penelitian ini, penulis ingin melihat strategi apa yang digunakan oleh Lembaga Addakwah Sumatera Utara dalam mengembangkan kemampuan public speaking kader dai dan daiyah serta efektivitasnya dalam kehidupan sehari-hari. Penulis menggunakan pendekatan kualitatif dengan metode deskriptif yang dimana data hasil penelitian di peroleh dari lapangan dengan teknik pengumpulan data melalui observasi dan wawancara. Melalui metode penelitian tersebut Lembaga Addakwah Sumatera Utara melakukan tiga strategi pokok dalam mengembangkan kemampuan public speaking kader dai dan daiyahnya melalui pembinaan, pengabdian ke desa minoritas Muslim, dan pengembangan diri.

Abstract: The North Sumatra Addakwah Institute is an organization that is active in the management of Islamic religious teachings, especially in Muslim minority villages in North Sumatra. Public speaking is the foundation in conveying da'wah messages to the audience so that the message is conveyed effectively. Through this study, the author wants to see what strategies are used by the North Sumatra Addakwah Institute in developing the public speaking skills of dai and daiyah cadres and their effectiveness in daily life. The author uses a qualitative approach with a descriptive method where research data is obtained from the field with data collection techniques through observation and interviews. Through this research method, the North Sumatra Addakwah Institute carries out three main strategies in developing the public speaking skills of its dai and daiyah cadres through coaching, service to Muslim minority villages, and self-development.

I. Introduction

Da'wah is a must for every Muslim who is sensible and knowledgeable. Da'wah has been carried out since long ago by the Muhammad Saw and the previous apostles to convey the treatises and rules that have been set by Allah SWT (Asiyah, 2017). Da'wah has the purpose of fostering understanding, awareness, and teaching experience brought by a dai or daiyah (Tuban & Peningkatan, 2022). Dai and daiyah are one of the driving factors for the success of da'wah. Dai and daiyah play an important role in inviting someone to the *ma'ruf* and preventing from evil (Ajulan Siregar & Tengku Walisyah, 2024). For this reason, a dai or daiyah must have the ability to *Public Speaking* good. The North Sumatra Addakwah Organization is one of the da'wah institutions that is active in fostering dai and daiyah cadres in the North Sumatra region.

According to previous research, this organization uses coaching strategies through da'wah theory and hands-on practice in the field to prepare dai' and dai'ah who are able to preach in remote areas with minority Muslim populations (Ajulan Siregar & Tengku Walisyah, 2024). However, the aspect of developing public speaking skills as an important component in da'wah communication, it has not received optimal attention in the coaching strategy.

Public speaking is the ability to speak in public which is basically done in the context of communication (Rakhmawati, 2014). Public speaking is an important component that must be mastered by the dai and daiyah to Ease in touching the hearts of his mad's so that the message of da'wah is conveyed effectively. Allah SWT says in QS. Thaha verse 44:

فَقُولَا لَهُ ۖ قَوْلًا لِّبَنَّا لَعَلَّهُ ۖ يَتَذَكَّرُ أَوْ يَخْشَىٰ ﴿٤٤﴾

Meaning: "Speak to him (Fir'aun) with gentle words, so that he may be conscious or afraid."

The importance of capability development of public speaking not only focus on the technical aspects of speaking, but also on communication strategies that are adaptive to the social and cultural conditions of the community. Allah SWT said in QS. At-Taubah verse 46:

وَلَوْ أَرَادُوا الْخُرُوجَ لَاَعَدُّوا لَهُ ۖ عُدَّةً وَلَكِنَّ كَرِهَ اللَّهُ انْبِعَاثَهُمْ فَثَبَّطَهُمْ وَقِيلَ اقْعُدُوا مَعَ الْقَاعِدِينَ ﴿٤٦﴾

Meaning: "If they wanted to depart (from the beginning), they would have prepared preparations for the departure. But Allah did not like their departure, so He weakened their desire and said (to them), "Stay with those who remain."

This verse explains that Allah SWT does not like people who pretend to want to fight, but are not really prepared. This verse emphasizes the importance of sincere intentions and sincerity in fighting, as well as avoiding pretense or hypocrisy. The North Sumatra Addakwah Institute must prepare its dai and daiyah before entering Muslim minority villages armed with materials and practices obtained from the guidance carried out by the institution. This is in line with the vision and mission of the Addakwah institution, namely "Gathering and synergizing to build Islamic civilization" with the mission 1) Building a network of future leaders who are resilient and have noble character 2) Encourage the creation of sustainable impacts in the target areas 3) Encouraging the growth of the Social Da'wah movement in Indonesia. To achieve the ability to speak public speaking consistent learning and training required. In this case, the North Sumatra Addakwah institution makes the best efforts to produce an Islamic generation through the strategies they use so that they can public speaking Dai and Daiyah are developing.

Strategy is a word for absorption of the word strategic which has the meaning of a strategy or plan, besides that it is quoted from the word Strategy which means tactics. According to the term, strategy is a carefully designed plan in an activity to achieve a certain goal (Zamzami & Sahana, 2021). Not only a plan, strategy is a tool to create common goals in an institution or organization (Malik & Ritonga, 2023). The strategy carried out by the Addakwah institution North Sumatra to develop public speaking dai and daiyah, namely: 1) construction or Public Speaking Training for Da'wah, 2) devotion to Muslim minority villages, 3) self-development.

In this study, persuasive communication theory is used. Persuasive communication is a communication process that means persuading, inviting or seducing. Persuasion can be done rationally and emotionally. Through emotional means, aspects of a person's sympathy and empathy can be aroused, and the purpose of persuasive communication is to be able to influence and change the attitude of the communicator (Maya & Indasari, 2023). In order to have competent and wise dai and daiyah in public speaking, North Sumatra Addakwah uses persuasive communication to influence their attitudes, beliefs, and behaviors regarding the learning and training they have done in coaching or referred to as *Public Speaking Training for Da'wah* and they will present it in the

village where they serve. In addition, this communication is also used by dai and daiyah cadres to mad'u by emphasizing the power of stories in persuasion. People are more easily influenced by interesting and relevant stories. *Walter Fisher* argues that every communication is a form of story (*Storytelling*), so that storytelling skills become an important potential for lectures through *Narrative Paradigm* (Khamidah, 2020).

With this research, it is hoped that readers can become callers for goodness, especially preaching. Because in essence anyone can preach and with this research it is hoped that it can add to our insight in developing Islamic religious teachings in the future.

II. Research Methods

This type of research uses a qualitative approach with a descriptive method. The purpose of qualitative research is that the author observes and analyzes data obtained from the field, both in the form of oral data and written data or documents (Syarif et al., n.d.). This type of research is considered suitable for studying and describing "The Communication Strategy of the North Sumatra Addakwah Institute in Developing Public Speaking Dai and Daiyah". The participants in this study are Ustadzah Faiz Isfahani, M.H.I as the supervisor of the North Sumatra Addakwah institution, Sania Aqhila, S.Pd the secretary of the North Sumatra Addakwah institution, and Tris Supriadi, Riska Amanda Pratiwi, Nur Lia who are members of the dai daiyah of the organization. This research was conducted to find out what strategies are used by North Sumatra Addakwah institutions and their effectiveness in developing their abilities public speaking dai and daiyah in conveying Islamic teachings, especially Muslim minority areas in North Sumatra.

III. Results and Discussion

The North Sumatra Addakwah Institution was founded in response to challenges faced by da'wah faculty graduates who had sufficient knowledge but lacked the confidence to preach in public. According to interview results, this motivation stemmed from the fact that many of them felt awkward and lacked the necessary public speaking skills for delivering sermons or leading religious recitals. The institution was established in 1984 by Ustadz Dr. H. Almihan, S.H, M.H. and his colleagues, with the aim of providing a platform for young Muslims to learn and develop their da'wah skills.

Initially, a pioneering group of 15 people was sent to Pancur Batu, a Muslim minority area, to conduct da'wah activities. This 14-day service received a positive response from the community, which then encouraged the formalization of the institution. On August 2, 1990, the North Sumatra Addakwah Institution was officially founded with the vision of "Gathering and synergizing to build Islamic civilization" and the mission to produce resilient, high-character young leaders and create a sustainable impact in the da'wah movement.



Figure 1. Logo of North Sumatra Addakwah

A. Communication Strategy of Addakwah Institutions in Developing Dai and Daiyah Public Speaking Skills

Based on the research findings, the North Sumatra Addakwah Institution employs three main integrated strategies to develop the public speaking skills of its dai and daiyah cadres:

1) Coaching

Coaching is a process, way of fostering, and refining or attempting actions that are carried out consciously and regularly in order to introduce, grow, develop, and guide the basics of skills

according to talent in order to achieve optimal human abilities and independent personalities (Ariana, 2016). The coaching carried out by the North Sumatra Addakwah institution is a debriefing, training, and preparation that must be followed by dai and daiyah to gain knowledge and strengthen it materially, physically and psychologically. The goal is to educate and nurture young people who join and learn to become callers of goodness that can ultimately bring good changes to religion and a good and sustainable impact on the surrounding community.



Figure 2. Coaching of North Sumatra Addakwah cadres

The results of the interview with the North Sumatra Addawah coach, Ustadzah Faiz Isfahani, M.H.I said that the development of the North Sumatra Addawah institution or called *Training public speaking for da'wah* is a series of debriefing and training activities with a 75% practice method starting from basic related things *Public Speaking* Such as how to fight nervousness in front of the audience, how to hold the microphone properly and correctly, practice how to convey da'wah messages in front of other cadres, prepare lecture materials and all of that will be done by cadres in the service village, and 25% theory such as the presentation of the material by mentors and discussions related to the material conveyed. The coaching was carried out for 3 consecutive days with different materials. The coaching was carried out at the secretariat of the North Sumatra Addawah institution. However, coaching can also be carried out in mosques in Medan City depending on how many participants are present in the coaching.

The stages of coaching carried out by the North Sumatra Addakwah institution involve a series of systematic processes to form da'wah cadres. First, the cadres will be guided in the formation of groups guided by their respective mentors. Each cadre is required to fill out an attendance as a form of commitment to the program. After that, they will listen to the material delivered by the presenter, where each cadre will be given tasks that are relevant to the material that has been taught. The material taught covers various important aspects of da'wah, including da'wah science, da'wah rhetoric, da'wah tactics and da'wah strategies, tahsin Al-Qur'an, and they also learn graphic design.

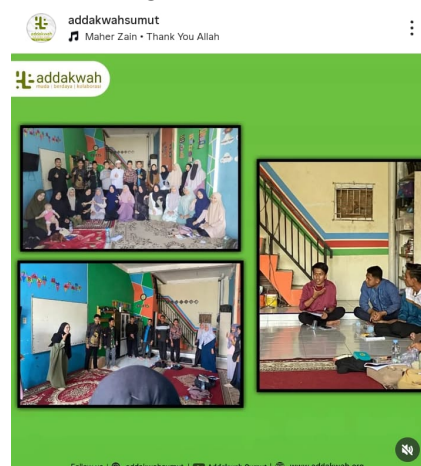


Figure 3. Development of dai and daiyah cadres

In addition, there is also a *public speaking* practice that aims to train communication skills, including how to overcome nervousness when appearing in public, the correct microphone holding technique, and the method of delivering da'wah messages to the audience. After the practice session, cadres will receive feedback in the form of criticism, suggestions, and inputs from presenters, mentors, and other fellow cadres. This process aims to broaden horizons, train courage, and improve the ability to read situations and conditions that may be faced when delivering da'wah messages in the community. On the last day of coaching, the cadres will be given information related to the service group, departure location, and service location that will be carried out by the fostered participants. Thus, this stage of coaching is expected to comprehensively prepare cadres to carry out da'wah tasks effectively and efficiently.

2) Devotion to Muslim Minority Villages

Devotion is the process, deed, or way of devoting oneself to something or someone. In the context of community service, this means helping the community without expecting anything in return. Devotion can also be interpreted as a form of loyalty or loyalty to something that someone does tied to a promise or task.

Community service in the context is often associated with activities that aim to help, support, or provide solutions to problems faced by the community (Tinggi et al., 2024). This activity can be in the form of counseling, training, providing assistance, or other activities that aim to improve the quality of life and welfare of the community. More broadly, service is an activity that reflects enthusiasm, help, and service to the interests of others, with a focus on the positive impact that can be produced for society.

The service carried out by the cadres of the North Sumatra Addawah institution in minority villages lasted for 14 days and included various activities, such as short lectures, attending meetings, teaching in schools, and carrying out other community social activities, which were adjusted to the conditions and situations in the village. Sania Aqhila, as the secretary of the North Sumatra Addawah institution, stated that the activities carried out by North Sumatra Addawah cadres were the result of observations made on the needs of the community in minority villages.



Figure 4. Prayer and recital procedures



Figure 5. Dawn cult and teaching to schools

For this reason, the North Sumatra Addakwah institution has prepared a schedule of activities that must be carried out by the cadres. The preparation of this schedule aims to make it easier for the dai and daiyah to carry out activities in the service village. During the service period, the cadres are required to make daily reports and document every activity carried out. This documentation will be used to make a documentary video that will be shown at the graduation ceremony.

The North Sumatra Addakwah Institute makes this activity as a motivation for cadres to remain enthusiastic in spreading Islamic teachings, especially in Muslim minority villages in the North Sumatra region in the hope of having a positive impact on the community and strengthening the understanding and practice of Islamic teachings in the area.

Not only doing da'wah in mosques, the cadres also held a festival of righteous children. This activity was carried out two days before the return of the cadres to their respective homes. This festival consists of 3 types of competitions where cadres determine what competitions will be contested, prizes, and competition funds. The festival is held in the hope that children can grow their love for Islam, especially the teachings of the Qur'an and its sunnah.

The coach of the North Sumatra Addakwah organization, Ustadzah Faiz Isfahani, M.H.I also gave encouragement and support to the dai and daiyah cadres to always be istiqomah in the process, instilling a sincere and sincere intention to carry out activities to devote themselves to the remote minority villages in North Sumatra where these activities will be rewarded by Allah with dozens of times goodness (Ajulan Siregar & Tengku Walisyah, 2024).

3) Self-Development

Self-development is an effort that needs to be carried out to achieve quality improvement itself (Febriarhamadini, 2019). Self-development is a person's effort to increase the competitiveness of life and will lead humans to create civilization (Aminullah & Ali, 2020). Self-development can also be said to be a big challenge for the younger generation, which includes hard work, discipline, religion and forward-thinking to produce the nation's successors (Sunarso, 2019).

Self-development is also defined as the process of forming relatively settled attitudes and behaviors through repeated experiences to the stage of independence regarding a certain behavior. For this reason, the members of the dai and daiyah are not released just like that even though they are able to preach. The results of the interview that the author asked one of the informants, namely Sania Aqhila as the secretary of the North Sumatra Addakwah institution, said that the skills they have learned will continue to be developed through programs made by the North Sumatra Addakwah institution. The programs are:

a) Online and Offline Seminars

The dai and daiyah who are members of the North Sumatra Addakwah institution not only focus on da'wah activities but are also active in organizing seminars that aim to improve the knowledge and skills of the community. In planning the seminar, the North Sumatra Addawah group is committed to upholding professionalism in all fields, so that every activity carried out can provide maximum benefits for the participants.

As part of efforts to achieve this goal, the North Sumatra Da'wah institution has collaborated with various other organizations. This collaboration is in line with the institution's motto, namely "Young, Empowered, Collaboration," which reflects the spirit to empower the younger generation through synergy with various parties. Some of the organizations that have collaborated with North Sumatra Da'wah institutions include the North Sumatra Teaching Movement (GSM) and the Teaching Millennial Room. Through this collaboration, cadres can take advantage of the resources and expertise owned by each organization, so that the seminars held are more comprehensive and relevant to the needs of the community.

This seminar activity not only serves as a means of conveying information, but also as a platform to discuss and exchange ideas about current issues faced by the community. By involving various parties, it is hoped that the seminars held can create a wider and deeper impact, as well as encourage active community participation in the learning and self-development process. Through this collaborative approach, the North Sumatra Addakwah institution seeks to create an environment conducive to the growth and development of the potential of the young generation, so that they can contribute significantly to spreading Islamic teachings and improving the quality of life of the surrounding community. Thus, da'wah activities and seminars carried out by dai and daiyah are not only a means of disseminating knowledge, but also an effort to build a more empowered and collaborative community.

b) Activities 1001 Mosque (Tabligh Akbar)

The activity, which is carried out regularly every month, has the main purpose of providing education to the community in accordance with the theme that will be delivered by the speakers. This activity is known as "1001 Mosques," which is an initiative of the Addawah institution to spread Islamic religious teachings to 1001 mosques in the North Sumatra region. In each activity, the dai and daiyah are given the opportunity to act as speakers, so that they can share knowledge and understanding of Islamic teachings with the community. The activities of 1001 Mosque do not only focus on developing public speaking skills (*Public Speaking*), but also aims to train the leadership skills possessed by the dai and daiyah. Through this training, it is hoped that they can manage and carry out activities more effectively and efficiently, so that each event can run smoothly and have a positive impact on the community.

This activity also serves as a forum to strengthen friendship between Muslims, as well as increase public awareness and understanding of religious values. Overall, the 1001 Mosque program is a comprehensive effort to educate and empower the community through the dissemination of religious knowledge, as well as the development of interpersonal skills that are very important in the context of community life.

B. The Effectiveness of Communication Strategies of Addakwah Institutions in Developing Dai and Daiyah Public Speaking Skills

Interviews with cadres such as Tris Supriadi, Riska Amanda Pratiwi, and Nur Lia, confirm that the strategies employed by the North Sumatra Addakwah Institution are highly effective. They reported significant improvements in their confidence and communication skills, not only in the context of da'wah but also in their daily interactions with others. The opportunity to host seminars or festivals and to speak at various events gives them invaluable experience that cannot be gained through theory alone.

This effectiveness can be explained through several communication theories. The persuasive communication model is used by the institution to influence the attitudes, beliefs, and behaviors of the cadres. By emphasizing the importance of sincere intentions and thorough preparation, the institution shapes cadres who possess not only technical skills but also moral integrity.

Furthermore, this strategy is highly aligned with Walter Fisher's concept of the Narrative Paradigm. Service in minority villages forces cadres not only to deliver religious facts but also to interact with the mad'u (audience) through stories and personal experiences. This makes the da'wah message more relevant, easily understood, and emotionally resonant. The bottom-up communication approach implemented through monthly discussion forums also trains cadres to respond to spontaneous questions from the public, a crucial skill in dynamic da'wah.

This training program not only aims to improve public speaking skills, but also to deepen cadres' understanding of the principles of effective da'wah. These activities are carried out at the time of coaching or referred to as training public speaking for da'wah. Method Tsaqifah (structured learning) and Talaqqi (face-to-face learning from a mentor) is used to teach the law of letters and tajweed to cadres, as well as increase their confidence in delivering da'wah materials (Aqhila, 2024).

Community engagement is an important aspect of this strategy. Addakwah held an Islamic Festival in Kutabuluh which made the festival a practical platform for young daiyah. Through the festival, the dai daiyah revealed that they could deliver lectures with the program (Aqhila, 2024). Approach Bottom-up Communication It is also implemented through monthly discussion forums, where dai daiyah is trained to respond to spontaneous questions from the community (Ulwani et al., 2021).

Overall, these findings demonstrate that the combination of intensive practice-based training, direct application in the field through service, and continuous self-development programs creates a comprehensive learning ecosystem. This strategy not only produces dai and daiyah who are competent in public speaking but also shapes individuals who are adaptable, empathetic, and prepared to face the various challenges of da'wah in the modern era.

IV. Conclusion

The North Sumatra Addakwah Organization is one of the da'wah institutions that is active in fostering dai daiyah cadres in the North Sumatra region. To develop the qualities of dai and daiyah in Public Speaking In order to explain da'wah material to Muslim minority villages in North Sumatra, the Addakwah institution carries out three main strategies, namely: 1) coaching strategy, in this strategy the dai and daiyah cadres are fostered, guided and developed their abilities public speaking through materials and practices with speakers who have been invited by the institution. 2) Service to Muslim Minority Villages, service is carried out by cadres to Muslim minority areas for 14 days. This is a tangible testament to the teaching they received during their coaching and implemented it in the villages where they served. 3) Self-Development, cadres who have carried out 14 days of service in minority villages will continue the skills they have learned and developed through programs made by members of the North Sumatra Addakwah institution, such as online or offline seminars and 1001 mosque activities.

The effectiveness of the strategies used by the North Sumatra Addakwah institution has succeeded in developing the ability to public speaking dai and daiyah because the Addakwah institution applies the method of 75% practice and 25% theory starting from basic related things public speaking Such as how to fight nervousness in front of the audience, how to hold the microphone properly and correctly, practice how to deliver lecture messages in front of other cadres, prepare lecture materials, and all of that will be done by cadres in the service village. The theory taught is the science of da'wah, da'wah rhetoric, da'wah strategy tactics, tahsin Al-Qur'an which is explained by mentors and cadres will discuss related to the material presented. These activities are obtained when the dai and daiyah carry out coaching and devotion. This can foster their confidence, knowledge and experience to deal with communities in minority villages.

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