

The book is designed so as to address the issue of Islamic journalism and its implementation in the middle of this modern era which money is something above everything. Many television, radio, website, facebook, etc as a media communication grow rapidly, not to give a clear explanation about a certain event, but they try to manipulate the correct news to the society. Media company just only tries to find much money as can as they could thought the information given is not true. Media uses many ways to attract the intention of the reader or listener. Sometimes the company tries to poison they staffs by giving pressure to journalism in other to obtain and create very interesting news by using manipulated words or pictures, or even by giving untrue news, solely just to get much money. It is tragic and dangerous for the prosperity of human life in this world. For the book entitled , The Power of Moslem Journalistic Ethics, it is very forbidden to give a manipulated news, pictures or event. The journalistic here should convey the news with the right information and also should be polite in transferring news to the society.



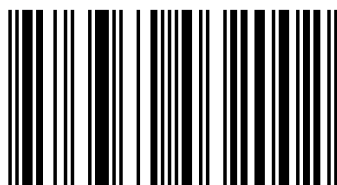
M. Yoserizal Saragih

# The Power of Moslem Journalistic Ethics

Giving Correct or Manipulated Information???  
You or Your Company Choice????



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## **DEDICATION**

As a sign of devotion, respect and immeasurable gratitude, I dedicate this book to my beloved father, **Almukarrom Tuan Guru Rasyidin Saragih** and my beloved mother, **Almukarromah Hajjah Maniyah br Purba, A.Ma.** In addition, I also dedicate this book to my unforgettable wife in the whole of my life, **Khadijah br Purba, S.Pd.I.**

This book becomes more valuable and dignified with the support of my lovely elder sister, **Mutmainnah br Saragih, S. Apoteker, Imelda br Saragih, SH,MH** and also my elder brother, **Khairul Amri Saragih, S.Ag, MM, Boy Feri Nanda Saragih, S.Kom.**

May God bless us forever in this world and in hereafter, Ameeen!!!!

## **ACKNOWLEDGEMENT**

### **Bismi Allah al-Rahman al-Rahim**

It is my gratitude to Allah SWT, God Almighty, who always bestow His guidance and mercy, Peace be upon the Prophet Muhammad, family, friends and the Muslims and successor muslimat message of Islam entirely.

Formally, this book is aimed to fulfill and complete the public understanding on The Power of Moslem Journalistics Ethics, as well as its derivatives. Being substantially, this book is intended to give the reader a significant information about the actual implementation of the application of correct journalistic as we know nowadays there are many journals such as radio, TV, website appear giving untrue information to the society. This book is one of the efforts to clearer the function of journalistic, not only to find money as much as possible, but fat more exciting is making this life better by feeding the people with correct and accurate information.

It cannot be denied that the writer has received a lot of contribution, guidance, feedback and constructive advices from various parties to make this book perfect. For that, on this occasion, specifically the author would like to convey appreciation and gratitude to the following person:

1. Prof. Dr. Saidurrahman
2. Prof. Dr. H. Abdullah
3. Prof. **Dr. Syukur Kholil, MA**
4. Director of Postgraduate UIN Sumatera Utara Medan
5. Rector, vice rector and all of the staff in Universitas Islam Negeri (UINSU) Sumatera Utara
6. Dean of Da'wah Faculty, and all of vice dean in UINSU, Medan

7. Chairman, Secretary and all of professor in doctoral program at Postgraduate in UINSU, especially all of the lectures who have given their knowledge in communication knowledge to me in arranging this book.
8. To all of the religious leaders and public agencies, child advocacy, newspaper and magazine companies and the Muslim community of Medan.

I am, as the writer, cannot do as you have done to me. I just want to say, may God bless all of you, amiin!



## **FOREWARD**

The book is designed so as to address the issue of Islamic journalism and its implementation in the middle of this modern era which money is something above everything. Many television, radio, website, facebook, etc as a media communication grow rapidly, not to give a clear explanation about a certain event, but they try to manipulate the correct news to the society. Media company just only tries to find much money as can as they could thought the information given is not true. Media uses many ways to attract the intention of the reader or listener. Sometimes the company tries to poison they staffs by giving pressure to journalism in other to obtain and create very interesting news by using manipulated words or pictures, or even by giving untrue news, solely just to get much money. It is tragic and dangerous for the prosperity of human life in this world.

For the book entitled , **The Power of Moslem Journalistic Ethics**, it is very forbidden to give a manipulated news, pictures or event. The journalistic here should convey the news with the right information and also should be polite in tranfering news to the society. Furthermore, how the application of journalism in the society should be based on Islamic rule. AL Quran is one of the Islamic rule that should be follow by a journalist. Finally, after doing the research, it is found that the application of Islamic journalism in Medan is very low and tends to brake many rules and politeness in the society. The impact of this, it is not only to the oldest people, but also to the youngest will receive a negative impact because of this manipulated news.

Medan, 18th December 2016

Wassalam

The Writer,

M. Yoserizal Saragih, S.Ag, M.I.Kom

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# CHAPTER I

## THE POWER OF MOSLEM JOURNALISTIC ETHICS

### 1.1 Introduction

Prophet Muhammad SAW as a role model has been made and gives examples of how the application of journalism itself. Prophet does his message through writing, that is, when he sends a letter to the kings or heads of tribes in Madinah in order to invite to the road of Islam.

A journalist should be able to convince *mad'u* let that propaganda purposes can take place without any problem. Journalistic as a method in a very strategic propaganda. Beside it can be enjoyed by many people, the product of journalism also can be more lasting or durable, because it can be stored or read anytime.

Journalism propagation of Islam is actually not a new method of propaganda, because the Prophet has implemented a method of propaganda by sending a letter of propaganda to the kings who do not know and embrace Islam.

In the early parts, this study discusses the notion of journalism, as well as discussing the scope of the journalistic. Journalists demanding responsibility requires high awareness and individualistic. It is called in the world of self-perception of journalism as a journalist or regards themselves as journalists. This heightened awareness can only be achieved if he has the skills and knowledge of journalism which is adequate in their profession, whether obtained through training or special education as well as the results of reading.

Some are assuming, the journalist is by no means as a storyteller about life. He dealings with the basic elements that are important to people's lives. Journalists provide information that people need in everyday life to inform people about what others in the community.

Recently, the development dissemination of Islam tends to increase either through electronic media, as well as print media. Almost every day, even during the holy month of Ramadan, we could follow the broadcasting of Islam in all national TV stations. Speakers with his style that captivated interspersed with slang are trendy today supported with depth science they have. Presentation the development of Islam on TV, as the writer explains above, is more attractive to the public because it is visual. Beside audio visual, audio is also can be used to interact the audiences. From these ways, the method of delivery of messages should be packaged well and beautifully so that the public can receive the result of the presence of the journalism.

Islam means the spread of *da'wah*. *Da'wah* does not only mean lecturing as a traditional way, but can use a variety of modern facilities in other not out of date. The core of *da'wah* to bring people to Allah can be achieved. Journalism as a tool has a very powerful effect though it may appear slower, but leaves a deep impression. The essence of *da'wah* through journalism does not merely convey messages, but also a particular focus on what will be happened after finishing reading the media on the results of earlier journalistic product. For that, man is not only influenced by words but also the power of writing in relation to the language of *da'wah*. The words (text) can be a thing that stimulates the psychological response of man, and it is caused by several things:

The power of writing in relation to the language of *da'wah* that is persuasive, namely the words (text) that will be the thing stimulates psychological response of man, and it is caused by several things, that is:

1. The beauty of the language.
2. Clarity of information.
3. The logic is very strong.
4. Provide hope.

5. Provide a warning.

Allah says in An-Nahl, verse 125:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۚ وَجَدِلْهُمْ بَالِغِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ  
بِمَن ضَلَّ عَنْ سَبِيلِهِ ۚ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning:

"Call and invite the man to God's way of your policies and good teaching, and arguing with them either way. Surely your Lord knows best those who go astray from the path. And He knows best those who receive guidance."

Called and invited described by Allah in the above verse, is not merely verbally, but more universal, such as the model and also write it in the form of words which is fully-loaded with wisdom, something that is promising (good news), so it can be motivation for *mad'u* to be better in righteous deeds.

Journalism is considered attractive by the authors to be discussed. Journalism has a very strategic position and the Qur'an also has a special view on this complex journalistic process. It is not only in terms of the process, but also of the whole forming element or elements involved in the process of journalism itself. Neither of the messenger (journalist), nor the content of the message, media or tools messenger, and the arrival of a message to the receiver, all are contained in the holy book, Qur'an.

Journalism is very closely related to the news. Qur'an also called it as Naba'. Naba' here has a specific meaning or perception. Naba' means news. He cannot be

called Naba' as long as he cannot load a big news which can be obtained a science or strong prejudice of him.

Al-Qur'an looks Islam journalism as a proselytizing through the posts in order to spread Islam toward religion in *riddo* ' Allah SWT, because the ultimate goal and the process of propaganda journalism is the Oneness of Allah as the only God worthy of worship.

Allah says in Surah Yusuf, verse 108:

قُلْ هَذِهِ سَبِيلِي أَدْعُو إِلَى اللَّهِ عَلَى بَصِيرَةٍ أَنَا وَمَنِ اتَّبَعَنِي <sup>ط</sup> وَسُبِّحَنَ اللَّهُ وَمَا أَنَا مِنَ الْمُشْرِكِينَ



Meaning:

... " This is my way (religious), me and the people who follow me invites (you) to God with real proof, all-holy God and I'm not including people who are idolatrous.

And refers to Allah's way is Islam, the doctrine revealed by God through the angel to the Prophet as a religion that has been blessed by God, according to the word of Allah in Ali Imran, verse 19:

إِنَّ الدِّينَ عِنْدَ اللَّهِ الْإِسْلَامُ <sup>ق</sup> وَمَا اخْتَلَفَ الَّذِينَ أُوتُوا الْكِتَابَ إِلَّا مِنْ بَعْدِ مَا جَاءَهُمُ الْعِلْمُ بَعِيًّا

بَيْنَهُمْ <sup>ق</sup> وَمَنْ يَكْفُرْ بِثَايُنِ اللَّهِ فَإِنَّ اللَّهَ سَرِيعُ الْحِسَابِ ﴿١٩﴾

Meaning:

The religion (the blessed) by Allah is only Islam. There is no disputing those who have been given the Book, except after the coming of knowledge to them, through envy (that is) between them. He who disbelieves the revelations of Allah, Allah is swift at reckoning.

Prophet as a role model has been made and give examples of how the application of journalism itself. Prophet did his message through writing, that is, when he sent a letter to the kings or tribal heads in Madinah in order to invite to the road of Islam.

## **1.2 Objectives**

The objective of this research are:

- a. To find out how the Qur'anic concept to journalism.
- b. To find out how the Islamic journalism can be as a medium of communication between the preacher and *mad'u*.

## **1.3 Benefit**

- a. As an input for Moslem journalist particularly.
- b. Being a reflection to the reader that journalistic process also gets a special position in the process of *da'wah*.
- c. To motivate researchers, scholars, journalists/reporters, and activists journalistic community to learn more about the study of journalistics





## CHAPTER II

### METHODOLOGY

#### 2.1 Literature Review

Journalist informs the reading public what is going on between them and the people who are domiciled in the government, the legislature, business and other social institutions. The message conveyed by journalists via the media in which they work often are the glue that unites in the society. Because, a journalist should understand his functions and duties of the press and journalism within the scope of their own community. Moreover, he must understand the difference between the country's own press system with the press system prevailing in other countries.

In general, journalism-press (media) have an important role and function in society such as:

- a. Information and education;
- b. entertainment (entertainer),
- c. third, supervision (social control).

Of these three above functions, the most important function in the life is the third. Its function is in accordance with the content in verse 83, Surah An-Nisa '.

وَإِذَا جَاءَهُمْ أَمْرٌ مِّنَ الْأَمْنِ أَوْ الْخَوْفِ أَذَاعُوا بِهِ ۖ وَلَوْ رَدُّوهُ إِلَى الرَّسُولِ وَإِلَى أُولَى الْأَمْرِ مِنْهُمْ

لَعَلِمَهُ الَّذِينَ يَسْتَنْبِطُونَهُ مِنْهُمْ ۚ وَلَوْلَا فَضْلُ اللَّهِ عَلَيْكُمْ وَرَحْمَتُهُ لَاتَّبَعْتُمُ الشَّيْطَانَ إِلَّا قَلِيلًا ﴿٨٣﴾

Meaning:

And when there comes to them a word about the safety or fear, they then informs it. If they turn it over to the Apostle and *ulil amri* among them, surely the people who

want to know the truth (to be able) to know it and they (Prophet and *ulil amri*). Because if it is not of grace and mercy to you, surely you follow the devil, but a few small (among you).

To avoid misunderstanding of this information, the *ulil amri* and pious people are obliged to give the sense of local knowledge mastered. According to the fourth pillar, the political-economic system, the press and journalism can serve as the voice of the people, sculpting tendency (trend setter) public opinion, pressure groups which may affect and colors state policy (police public decision making), as well as the defender of truth and justice.

One of the functions of journalism is as defenders of truth and fairness. Many people refer to it as a universal function and ideal. Walter Lipman said, there is no higher law in journalism than so tell the truth and shame the devil. That is nothing other than the highest law in journalism than to tell the truth and shaming the criminals. Criminals with any guise, from petty wrapped up in the form of government. What has been said by Walter Lipman, it is now proven true.

M. Foucault has seen symptoms of irregularities that may done by elements of government officials so that from the beginning he revealed his prediction: "That rule is oppressive. Powerful means to reduce the truth, because the truth is in the circular relationships with systems of power which produce truth and keep the truth". One of the perks of powers is the right to define die or live, for a considerable long time. Though freedom of the press is to convey the truth, it should be fighting for.

Tyrants will not give room loose on members of the press, because the image of journalism as a public watchdog and news presenter in the public eye has been pretty good. To gain trust as it is not easy, because it is very difficult to work and keep away from deviation of the rules cover both side in reporting the news.

The progress of science technology, computer technology, and the internet is still gripped by the nations of Western and non-Islamic. Consequently, repertoire of thinking and lifestyle of the majority of people in developing countries and the poor

state controlled, manipulated and engineered in such a manner as desired, their vision and mission. In turn, most of the political and economic order as well as the natural resources in various countries are controlled. So it is being under the influence and control of the Western countries and Japan.

Actually, the above is not so important though an impact, to be considered is the amount of public appreciation for the professionalism of the media and Moslem journalists. Actually he brings the spirit and the spirit of Islam, which is the truth, honesty and fairness. This has been causing a lot of enjoyment and media only reports events in accordance with the rules cover bolt side. So with the media itself, we will consume a lot of market behavior people.

The research conducted by the author is a library research means research conducted by the author with collecting data and materials as well as a variety of sources and literature that supports the discussion which has been selected.

Retrieval of data sources in this research, the author takes and obtains data which is divided into two, namely primary data and secondary data.

The primary data are taken from:

1. Tafsir Al-Maraghi (Ahmad Al-Marahgi, 1974)
2. Tafsir Al-Ahkam (Abdul hakim hasan binjai, 2006)
3. Tafsir Ibnu Katsier (Ibnu katsier, 1993)
4. Tafsir Al-Azhar (HAMKA, 1996)
5. Tafsir Al-Quran An-Nuur (Haski Ash-Shiddieqy, 1972)
6. Belajar Jurnalistik dan Nilai-nilai Al-qur'an (Amilia Indriyanti, 2006).

While the source of secondary data are:

1. Da'i Bersenjata Pena (Badiatul Muchlisi Asti, 2006).

2. Mahir Berjurnalistik (Z. Bambang, dkk, 2006).
3. Jurnalistik Tujuh Menit, Jalan Pintas Menjadi Wartawan dan penulis lepas (Martin Moentadhim S.M, 2006).
4. Jurnalistik Kontemporer (Septiawan Santasa, 2005).
5. Jurnalistik Pembangunan (Dra.S.Rochmath Paparat, 85).
6. Bahasa Jurnalistik (Drs, AS. Hans Sumandiria,, M.Si, 2006).
7. Jurnalistik Teori dan Praktek (Hikmah Kusumaningrat, 2006).
8. Hukum Komunikasi Jurnalistik (M. Djan Amar, 1984).
9. Tafsir Al - Qur'an (Mahmud Yunur, 2000).
10. Dinamika Komunikasi (Onong Uchjana Efendi, 2001).
11. Politik Komunikasi Harmoko dan Rakyat ke Panggung Politik (Fachry Au, dkk, 1997).
12. Hubungan Masyarakat Studi Komunikologis (Onong Uchjana Efendi, 2002).
13. Psikologi Dakwah (Abmad Mubarak, 2001).
14. Pers Bebas tapi Dilibas (J. Anto, dkk, 2005).
15. Wawasan Dakwah (Abdullah, M.Si, 2002).
16. Main-main dengan Teks (Hemowo, 2004).
17. Pengantar Ilmu Komunikasi (Hafied, 2004).
18. Aku Menulis Maka Aku Ada (H.Zainal Arifin Thoha, 2005).
19. www.Akubisamenulis (PIP PP IRM, 2007).

## **2.2 Definition of Mass Media**

Mass media is a tool used in conveying the message from the source to the audience by using mechanical means of communication, such as newspapers, radio, television and etc. In this case, here the mass media is print media or newspapers. According to Bitter (in Muhtadi, 1999: 73), mass media is a means of transmitting information, such as newspapers, magazines, books, films, radio and television, or a combination of shapes of media forms. Meanwhile, according to Cangara (2002: 134), mass media is a tool used in the delivery of a message from the source to the audience (receiver) using a mechanical of communication such as newspapers, radio, film and television.

Newspaper is a term for press publications which are included in the printed mass media, news sheets come into one's vision, a bouquet of coral and advertisements published periodically, daily, weekly, monthly, and distributed in general. Its contents must be actual, universal, purpose preaching should be concerned with a variety of people and groups. By type, the newspaper is two daily mail and newspapers periodically (weekly, biweekly, monthly and so on). Newspaper is one that is quite important for the community, the newspaper is a journalistic print media. The above statements, expert opinion can be made formulation that letter used to notify an event, place and specific events in the form of translation of words that contain the main ideas so easily understood by others. These ideas into a single entity that cannot be separated, thus giving birth to interesting information to be read by everyone, especially for readers. Newspaper has a lot to provide information ranging from editorials, news of politics, economy, education, culture , health, sports, and articles. In terms of writing, newspapers uses 5W + 1H or the so-called ten guidelines for writing. Consider the newspaper published today that come to your home or to your office, from the first page to the last page, he will give a lot of problems and information.

### **2.3 Function of Mass Media**

Dennis Mc. Quail (1989: 3) informs that mass media has an important function, it is supported by some reasons:

- a. Media is a rapidly changing and growing production that creates jobs, goods and services as well as other related industries turn.
- b. The mass media is a source of strength as a means of control, management and public information tool that can be utilized as a force or other sources.
- c. Media is the site (forum) growing, to display the events of people's lives whether national or international.
- d. Media often serves as a vehicle for the development of life, not only in terms of the development of the procedure, modes and symbol, but also in the development of lifestyle and norms.
- e. Media has become the dominant sources, not only for the individual to obtain a description and image of social reality, but also for the community and the group collectively.

One of the media used in this discussion is newspapers mass media. According to Wilbur Schramm (in Rachmadi, 1990: 19), newspaper is printed diary for humans. Bernard Berelson said, when people miss their daily newspapers, then it means that they missed a necessary tool for daily life. And the statement is seen that the significance of the paper lies in the information and educational value that brings.

### **2.4 Definition of Press**

The term press is a translation of English, which implies broad or narrow meaning. The press in the broad sense is a manifestation/embodiment and freedom of speech (freedom of thought). In this case includes all the mass media communication , such as radio, TV and film that serves to disseminate information, news, ideas, thoughts or feelings of the person / group of people to another person.

- a. In a narrow sense, the press is a manifestation and press freedom classified in publishing products that pass through the printing process, such as newspapers, magazines and so it is known as the print media.
- b. According to Onong Uchjana Effendy, press is a community institution (social institution) from sub-system of social system where the press operates, together with its sub-system. Thus the press together with other institutions is in engagement with organization, namely country with his administration.
- c. Press is a complex sub-system, therefore the correlation linkage components involved in the work of the press became too complex.

The second component in the press is journalist who seeks and manages writing news, editorials or principal, and audiences author of the article. The third component is a message broadcast on the press, in this case the message broadcast on the press should contain a value that arouse the attention and satisfy the audience. The fourth is the target of the press itself, namely the reader in terms of propaganda called *mad'u*, the audience of readers.

Quoting from the statement of Kustadi concluded that: "The press is a social institution whose activities serve and organize the needs of the human conscience as social beings in everyday life. Press organization will be related to aspects of the content and consequences of processes that involve communication. Both newspapers, radio and television in its communication as mass media communication will present the paper itself or the content of radio broadcasts, television shows to the audience. Similarly, as a result of publishing or broadcasting will include in aspects media activity. Whether it will be news, articles, photos, or music and drama that is played by a radio or television broadcast, he will always bring a change of circumstances at a public opinion, which directly or indirectly, affects the livelihood of the audience. Whatever happens, it would be the duty of the press again to broadcast it back to the audience ". In simple terms, it can be seen that, the press is an institution or agency or organization that spread the word as a work of journalism to the public. In Law No. 40 Year 1999 regarding the press release also contains



definitions of the press contained in Chapter I General Provisions Article 1 that the press is a social institution and a vehicle of mass communication conducting journalistic activities include the search for, acquire possess, store, process and convey information either in writing, sound, and image, as well as data and charts as well as in the form of another by use of print media, electronic media, and all available channels.

## **2.5 Variety of News**

It will be explained kinds of news based on its scope of the problem, namely:

### **a. Religion News**

Religion is basically a problem of all mankind. Even more so for the people of Indonesia who base their lives on faith, and politically also declared to be religious with the limitation of five major religions that exist. So religion is one of the aspects of human means news will always attract the reader's attention, because he will tell about the lives of its readers. Known religion news, because in addition to describing the situation of religious life, religious fanaticism, in line with the appearance of religion phenomenon in Indonesia, the messages of news relating to religious fanaticism will attract the attention of the readers.

### **b. Education News**

Education is an integral part of community life. Those who never / had followed school education is not necessarily interested in the school. There are still some people who have not been educated is interesting news for the reader. Therefore, the news is not always elevate education events or educational problems that occurs in formal institutions such as schools, madrasah or college. Because experts say that education is not limited to formal education, because our society's perspective on education is still limited.

### **c. Science News**

Science news or commonly also called scientifically, is any news regarding the progress of science, whether in the form of new discoveries, concepts or new theories, the results of scientific research, or meetings of experts in a particular field such as seminars, symposia science, and so forth. Although not all members of society feel interested with the development of science, but there is a certain segment of readers who actually interested in matters of science.

### **d. Political News**

Political situation in a country or community, either directly or indirectly, will affect people's lives. Therefore regardless of the level of appreciation has, everyone will be interested in political news. Moreover, the politics are concerning aspects of human interest, it also allows the community to get involved in a political game. Both related to political thought and behavior or any other political elite. In turn, it will establish a political climate that is able to invite the attention of any individual involvement.

### **e. Economy News**

Economy is most in demand by the public. Because the country's economic situation is characterized by a prolonged financial crisis and difficult to control has been draining the whole society's attention from ordinary people to the owners of the giant venture capital. Various print and electronic media are down the news related to the situation. Rapid flow of economic news is considered central since essentially a matter of interest for the life of society.

### **f. Law News**

Justice is a corner of life which is no less interesting than the economic problems and political. Therefore, the news concerning law and almost always attracts the attention of people everywhere. Issues outside the law and the judiciary, such as politics, economics, religion, sports, and even education problems, can be

turned into a legal and judicial issues. Political news about the recall for members of parliament who violates ethics, could turn into a legal and judicial news after political ethics violations inevitably brought to court.

**g. Crime News**

Crime certainly does not mean that they liked the crime, but the news is interesting because it involves matters of life. In terms of shape, evil news exists in the form of rape, robbery, murder, and so forth. Therefore, many parties do not agree if crime news is published in detail, how it happened and what was the accompanying events.

**h. Sports News**

Between the essential elements that could attract the attention of readers of sports events is an element of rivals. The contradiction between who wins and who loses is a driving force readers to find out through the mass media. In any event sporting events, the reader will always ask about who comes out to be the winner. The more so at a time when the ongoing rapid sport, both regionally, nationally, and internationally. Preaching exercise can achieve the culminating moment. To serve the needs of sports information as well as other information, the mass media in general has a special sport reporter. A sport reporter should be able to explain the facts obtained from each event match in a series of words and sentences both interesting and challenging the readers.

**i. World News of Women**

The world is a world of a typical woman and attracted the attention of almost every individual. Woman is still impressed discriminative. In Indonesia, for example, talking about a woman with all the attending problems until today is still a debate that is almost never done. The theme around female emancipation is an observer of women, but society in general. It is clear examples of news which is part of the unity of the newspaper.

## **2.6 Characteristic of Newspaper**

The characteristics of newspaper are

a.     Publicity

Newspaper is intended for the general public. No restrictions who can or must be read and who should not be read because it is no editorial news, rubrics and other general and concerning the interests in general.

b.     Universality

Newspapers must contain a variety of writing and news about events happening in all corners of the world and all aspects of life and living beings..

c.     Actual

Newspapers should be able to deliver news quickly and accurately to the public. According to the authors of this last characteristic, the newspaper supposedly able to compete alongside other journalistic media.

## **2.7 Conducting Propagation Institute of Journalism**

The point is that social institutions who work in the field of Da'wah Islamiah in this case his message reach the goal using journalistic methods. Such institution, there are two kinds, namely a special method that uses journalism and journalistic methods in addition to other communication methods in achieving the goals preaching.

Institutions using the special propaganda journalism, in his message does not reach the goal using the method other than journalism. Hence the structure is embraced by the press. It's just all the special nuances Islam. The difference is journalistic product contained in the division (desk) editor is based on fields of Islamic teachings such as desk *aqidah*, worship desk, muamalah, and so forth.

While the editorial desk in the press based on the areas of human life generally like sports desk, desk criminal, economic, political desk, and so on. However the shape of the press as it has been expressed before. Institutions that use propaganda journalism in addition to other methods to achieve the goal of preaching is evident not only specialize in journalism, but many other methods in use. In addition to journalism, it can be used educational methods, implementation, propaganda, indoctrination, and so forth.

Its shape structure follows the structure of its parent organization. Journalistic activities only handled by one part and the parent organization. Like the Indonesian Islamic Propagation Institute (LDII) journalistic activities at the national level is handled by the department of communications, information and media; at the provincial level by communication agency, Information and Media; and at the district or town by the communication part, Information and Media.

Its existence is equivalent to the ministry, bureau, or other parts, which both have their own methods for achieving the goals of *da'wah*. It is clearer form of propaganda press, where his journalistic activities handled by Field Garapan (Bidgar). While preaching purpose in doing well by bidgar others (who do not perform journalistic activities). Journalistic organizations is part of all missionary activity as shown in the management hierarchy of the organization (institution) message.

In journalism, to achieve the expected objectives require the principles underlying the whole journalism. The principles of journalism include:

#### **a. Speed**

Journalism adheres to the principles of speed. Meaning, speed in which information can be immediately accepted by journalists and quickly disseminated through the mass media. Free reporters covering an event or to obtain news is influenced by the ability of journalists. The ability owned by the reporter is obtained through the knowledge and experience possessed by the reporter.

### **b. Accuracy**

The accuracy of a media in presenting the news will attract people to read the media. The accuracy in presenting this news could be influenced by the good cooperation between the editorial management, business management, and management of printing. The one drawback, and the third part will affect the precision of the mass media to present the news.

### **c. Competence**

Competence is defined as the ability of people in the running his duty. The ability of people influenced by educational background and also owned experience. It needs various disciplinary backgrounds, both social, economic, political, legal, and others. With a wide range of disciplines will help in analyzing highly complex problems that exist in society.

### **d. Emphasis**

The emphasis here is defined as the principal issue that wants presented and reviewed in the mass media. Each media can provide emphasis in accordance with the respective features. Whether a media will hit the news in a particular field, such as social, economic, political, entertainment, sports, and others. Emphasis information submitted will make people look typical of the media concerned.

### **e. Loyalty**

This loyalty greatly affects the growth of a body .Loyalitas in publishing journalism instance starts and journalists covering the news to the people who spread its product circulation. The loyalty of someone in their duties and can be influenced by factors within the person himself or outside form of management imposed on the company. Good management will encourage someone to continue loyal to the tasks in hand.

### **f. Eligibility**

Feasibility becomes one of the principles in journalism. Eligibility here is about information received by the editorial. Whether a news or information contained

worthy to be preached to the masses depending on the assessment on the part of the editors. Given the mass media is media that is enjoyed by the public, then the feasibility of an information or news that is published based on the common standards concerning the many and not just the interests of a particular person. Eligibility and a message to be loaded can also be viewed and morally as not to hurt the person or entity, not incite, polite language, and so on.

#### **g. Priority**

Priority has also become an important principle in journalism. Priority is in achieving the objectives. Often a press publishing company which has its own printing equipment in addition to print media, sometimes also for other businesses. In certain situations often occurs in common time for going to press. In such situations, it is necessary priority in the printing business is to put the print media as the main objective of the company.

There are three things that the message of the Quran to the process of presenting journalism so that it always has meaningful to humans. The first invites a way that is done and in accordance with the conditions of the object of propaganda, the second man as the object of the mission is plural and the plural it should be a consideration in formulating message, the third is a culture that can not be eliminated in the midst of society is cultural mimic (culture of followership), should a journalist care to cultural behavior with what it proposes, in accordance with the concept of journalism in the Qur'an. One of the functions of journalism is as defenders of truth and fairness. Many people refer to it as a universal function and ideal. A journalist is never asked to provide information, but it is its own initiative.

## CHAPTER III

### DISCUSSION

#### 3.1 Journalistic Ethics in Islam

The default description of the code of ethics of journalists in al-Qur'an is a rare skeleton of journalism in Islamic societies; in the form of normative standards that depart. Quran and structural agenda is as a result of reflection of social change, politics, and culture in Indonesia (as the Moslem residence). Mass media is nothing in Islam that has been pioneered by predecessors us, also as various journalistic correlation to the Islamic community at this time.

A journalist is never asked to provide information, but it is its own initiative, they offer an event that, in the presence of a reporter (messenger), will bridge the relationship between man, nature, and not the relationship between conqueror or conquered, or God's servant, but the relationship of togetherness in submission to Allah. Not feared their ill-treatment and the caliph (ruler) because they will always be in control.

قُلْ أَطِيعُوا اللَّهَ وَأَطِيعُوا الرَّسُولَ فَإِنْ تَوَلَّوْا فَإِنَّمَا عَلَيْهِ مَا حُمِّلَ وَعَلَيْكُمْ مَا حُمِّلْتُمْ وَإِنْ

تُطِيعُوهُ تَهْتَدُوا وَمَا عَلَى الرَّسُولِ إِلَّا الْبَلَاغُ الْمُبِينُ ﴿٥٩﴾

This means: "Obey Allah and obey the Apostle; and if ye turn away verily it is what the Apostle obligations imposed upon him, and the obligation of all of you is simply what is charged to you. and if you obediently to him, surely you got a clue. and no other obligation but convey the Messenger (God's message) to the light ".



Element of Prophet is as a transmitter of news (God's message) (Annur,24: 54). Then the person will follow the prophet or not is due to the guidance and destiny and God. Not much different from the mission of the journalist as a transmitter of news.

Allah says:

يَوْمَ تَشْهَدُ عَلَيْهِمْ أَلْسِنَتُهُمْ وَأَيْدِيهِمْ وَأَرْجُلُهُمْ بِمَا كَانُوا يَعْمَلُونَ ﴿٥٤﴾

**It means:**

And it is not we sent the apostles just as a bearer of glad tidings and a warner; but those who disbelieve argue with falsehood, so that they can take away that right, and they consider our verses and warnings against them as mocking.

The purpose of this provision is the right answer for the sake of correcting errors, as well as providing the right person or group that feels aggrieved. Sometimes, readers know more and understand more about the events written by journalistic. So facts, arguments and the reader can be channeled into mutual correction. Thus there will be impartial information. So there is no injured party by the one-sided information. This is what is meant by PWI with journalistic ethics, "presenting the news in a balanced and fair sourced from various parties who have an interest and ratings of each."

If the views and ethics of the Koran can not distinguish between ethics code of journalistic in Islam and ethics code journalistic is society. Because all is based on honesty, goodness, truth, and justice. For example, there are companies in Indonesia Muslim Journalists Association (IJMI) chaired by Sulaiman Al Kumay, M. Ag. This organization is founded in 2001, to formulate a code of conduct that is not far different from other ethics code in general.

### 3.2 Mass Media in Al-Quran

Media Islam is the field at the same charity initiative for Moslem writers or preachers who want to convey their thinking in written. That is why the media we can make the arena to practice and hone skills that need to be reflected in writing. What Islamic media are the hallmark of which is carried by each of these media. Each medium has different traits or characters. For example, Sabili has a firm and straightforward character portrait Moslems represent a critical. Tarbawi, a memorable magazine firmly and intelligently represent Muslims with the movement of the intellect. The spark faith, highly characterized by scientific and literary therefore represents readers who want to explore Islam logically intelligent. So many variations of the current Islamic media to target readers of different targets. Among the media, there are able to survive and years. But, there is also a loss for reasons of unprofessional management or other political reasons.

How about publishing a book of Islam? During the 70s, many Islamic book publisher noted that triumphed, like Diponegoro, Al-Maarif, and Toha Putra. Until now, publishers are still standing with the main feature of the publication of books of basic Islam. Even, Diponegoro and Toha Putra is the publisher of Islam, known as the manufacturer of the Qur'an which still exist today.

Actually, the potential publication of the book Islam in Indonesia is really beyond from the common. If we see its development, the publisher of the book Islam always appears. When the monetary crisis in 1997, the publisher of Islamic books, efforts to confront the crisis storm. Sales of the book Islam does rank second after the sale of textbooks in Indonesia. This indicates the extent of public interest Indonesia people reading Islamic books. In fact, books of local Indonesian Islamic cleric works are also appreciated and made reference to Muslims in other countries, such as Malaysia, Singapore, and Brunei Darussalam.

In the era of the 2000s emerged Islamic publishers who may very phenomenal. Some of these became publisher of the strongest to date, such as Mizan along with

his group, Gema Insan Press, Serambi, Pustaka Al-Kautsar, Risala Gusti, MQS Publishing, Maghfiroh, Asy-Samiil, Robbani Press, Era Intermedia, Mujahid Press, Irsyad Baitus Salam, Qultum Media, Pustaka Inti, Cahaya Waspada Friday Edition and many more are on a small scale (small publisher).

As well as the dynamics and ideas that developed in Indonesia, many Muslim societies are also publishing that carries a particular school, movement (harokah) certain, even the liberal wing and plural. Of course it really enriched Islamic books in Indonesia although it remains should be wary of their books are misleading and very dangerous blasphemous faith and morals can damage a Muslim. In the world of book publishing is a dynamic Indonesian Islam, required the involvement of a da'i knowledgeable to write. The war of thoughts through writing is a necessary thing in Indonesia, given the possibility of scattered preachers-preachers are also fake instead strengthen faith actually even mislead the Muslims of Indonesia.

In the Qur'an, there are some concepts in using words in the writing process or in the process of journalism itself, namely:

a. Good Speaking (*Qaulan ma'rufan*)

*Qaulan ma'rufan* can be translated by the expression of appropriate. The word *ma'rufan isimmaful* is derived from the word '*arafa*'. Etymologically, *ma'rufan* is *Al-Khair* or *Al-ihsan*, which means that good. *Qaulan ma'rufan* implies a word or phrase that is good and proper.

b. Noble Speaking (*Qaulan Kariman*)

﴿وَقَضَىٰ رَبُّكَ أَلَّا تَعْبُدُوا إِلَّا إِيَّاهُ وَبِالْوَالِدَيْنِ إِحْسَانًا ۖ إِمَّا يَبْلُغَنَّ عِنْدَكَ الْكِبَرَ أَحَدُهُمَا أَوْ كِلَاهُمَا

فَلَا تَقُلْ لَهُمَا أُفٍّ وَلَا تَنْهَرُهُمَا وَقُلْ لَهُمَا قَوْلًا كَرِيمًا ﴿٢٣﴾

Meaning:

"And your Lord has commanded that you not worship except Allah, and to both your parents let you serve with good thing. Please do not say to them rant when they are old enough. Do not yell at them but communicate to both with noble words."

*Qaulan Kariman* implying a major event in communication ethics in Islam, the honor. Communication in Islam must treat others with respect.

c. Speaking Properly (*Qaulan Maysuran*)

Allah says in Surah Al-Isra 'verse 28:

مَيْسُورًا قَوْلًا هُمْ فَكُلْ تَرْجُوهَا رَبِّكَ مِنْ رَحْمَةٍ ابْتِغَاءَ عَنْهُمْ تُعْرِضَنَّ وَإِمًا

Meaning: And if you turn away from them to obtain mercy from your Lord which you expect, then speak to them with the appropriate words."

The word *Maysuran* is derived from the word *yasara*, which etymologically means easy. Al-Maraghi in its *tafsir* gives sense gentle. This verse appears after there is an order to help the close relatives, the needy, and the wayfarer and the ban on wasteful.

According to Jalaluddin, *Qaulan Maysuran* is more appropriately interpreted pleasant greeting, his opponent is a difficult speech ". Masyur comes from the word *yusyang* means easy. *Qaulan ma 'rufan* contains instructions while *Qaulan Maysuran* contains things that are encouraging.

d. Speaking Appropriately to the Circumstances (*Qaulan Balighan*)

*Qaulan Balighan* means striking words. As in Surah An-Nisa verse 63:

أُولَٰئِكَ الَّذِينَ يَعْلَمُ اللَّهُ مَا فِي قُلُوبِهِمْ فَأَعْرِضْ عَنْهُمْ وَعِظْهُمْ وَقُلْ لَهُمْ فِي أَنْفُسِهِمْ قَوْلًا بَلِيغًا ﴿٧٠﴾

:

Meaning:

"They are people who are known to God on the contents of their hearts. Karena and they turn away, and tell them the words which trace in their soul".

In journalism, *Qaulan Balighan* can be interpreted as given a correct information. *Qaulan Balighan* needs the information given directly to the target. At this modern times, the journalists talk about *reference* frame and *experience*.

e. Speaking Gently (*Qaulan Layyinan*)

Literally means of gently communication. In Surah Taha, verse 44, says that:

فَقُولَا لَهُ قَوْلًا لَّيِّنًا لَّعَلَّهُ يَتَذَكَّرُ أَوْ يَخْشَىٰ ﴿٤٤﴾

Meaning:

"So the two of you talk to him with words that are gentle. Easy-hopefully he will remember or fear".

In the world of journalism, to say or reveal the ugliness or bad does not mean convey also with bad or rude words but must pay attention to the ethics.

In addition to the above, there are several verses in the Qur'an which discuss or offensive issues and journalistic process itself, namely: Journalism or writing can cover the truth if the process of delivering the truth has sustained and should not be stagnant or stopped. Because writing, especially in the process of revealing the truth, should be continuous so that the reader or *mad'u* gets info as a whole and not half because so that it can rise multiple interpretations.

It is also in accordance with the word of God:

تَ وَالْقَلَمِ وَمَا يَسْطُرُونَ ﴿١٠﴾ مَا أَنْتَ بِنِعْمَةِ رَبِّكَ بِمَجْنُونٍ ﴿١١﴾ وَإِنَّ لَكَ لَأَجْرًا غَيْرَ مَمْنُونٍ ﴿١٢﴾  
وَإِنَّكَ لَعَلَى خُلُقٍ عَظِيمٍ ﴿١٣﴾ فَسَتُبْصِرُ وَيُبْصِرُونَ ﴿١٤﴾ بِأَيِّكُمْ الْمَفْتُونُ ﴿١٥﴾

Meaning:

- i. *Nuun*, for the sake of a pen or *qalam* and anything they write.
- ii. Thanks to the favors of your Lord (O Muhammad) is not the occasional crazy.
- iii. And really you have a great virtuous character
- iv. Then you will soon see them (the disbelievers) will see
- v. who are crazy among you.
- vi. Your Lord, He knows best who is misguided on His ways, and He is the most known who receive guidance.

### 3.3 Meaning of Da'wah Journalism

Etymologically, journalism comes from the word jour. In French, jour means records or daily reports. So the meaning of journalistic is the activity which is associated with the recording or daily reporting. In the dictionary, journalism is defined as activities for preparing, editing, writing for a newspaper, magazine or other periodical issue. Based on the lexicon formulated on communication, the definition of journalism is the work of collecting, writing, editing and spreading of the word and essays for newspapers, magazines and other mass media such as radio and television.

Fraser. Bond F in *An Introduction to Journalism* says that journalism is all forms that make news and reviews regarding news to the observer group. Roland E. Wolseley in *Understanding Magazines* mention that journalism is gathering, writing, interpretation, processing, and dissemination of general information, opinions

observer, general entertainment systematically and reliably for publication in newspapers, magazines, and broadcast in the broadcast station.

### **3.4 Islamic Journalism**

Mass-media of Islamic journalism does not mean belong to Islam or Islamic press. For media who claims Islamic journalism does not mean the news contents of Islamic news, as well as Islamic societies do not reflect as an Islamic society (in accordance with Islamic values). Thus, Islamic journalism and Islamic mass media are two different 'worlds' even though there is a close connection between the two.

Islamic journalism refers to the process or journalistic activity based on the Islamic values. While the Islamic mass media is the product of a process of journalistic activity which is generally in the form of da'wah or set of journalistic with raw material concept of Islamic teachings which has no relation to the values of Islam.

All Islamic media that contains news and articles of Islam, may not be regarded as Islamic journalistic if the style of language has a 'bad writing', not in accordance with the rules of journalism, or even editorial policies tend to attack other Muslim groups to damage ukhuwah Islamiyah.

### **3.5 Elements of Journalism in Qur'an**

Qur'an contains many elements of journalism. Among them, there are four that are considered most urgent in activities of journalism, namely: fairness, accuracy, free of charge, and constructive criticism.

#### **a. Fairness**

When journalists deliver the message, it should not be separated from the elements of compliance according to the ethics. Jongen Westerstahi suggested a view of objectivity includes factuality, truthfulness, relevance and impartiality. He is sure that not all elements apply in all cases have the same degree, or presented in a similar way. Fairness itself includes several elements:

## **b. Honesty in Communications**

In the Qur'an, this honesty can be termed a mandate, ghair altakdzib, shidq, al haq. If the journalist follows these ethics, they will not give information in a lie, or known as lahw al 'hadith and al-ifk. The term lahw al 'hadith can be translated as a lying story. While al-ifk word implies false news.

## **c. Impartiality (Al-Adl)**

Al-adl in Islamic term means to give something that is rightfully or take something equally. Another meaning is the same fair and balanced in a reward, such as qishasil, diyat, and so on. The word fair is also said to be opposed of dzulm. He is judged to be tyrannical. In Al-Qur'an, the word al-adl with any change in shape is repeated 28 times. Among others in Surat Al-An'am verse 152.

وَلَا تَقْرَبُوا مَالَ الْيَتِيمِ إِلَّا بِالَّتِي هِيَ أَحْسَنُ حَتَّىٰ يَبْلُغَ أَشُدَّهُ ۖ وَأَوْفُوا بِالْكَيْلِ وَالْمِيزَانِ  
بِالْقِسْطِ ۚ لَا تُكَلِّفُ نَفْسًا إِلَّا وُسْعَهَا ۚ وَإِذَا قُلْتُمْ فَاعْدِلُوا وَلَوْ كَانَ ذَا قُرْبَىٰ ۖ وَبِعَهْدِ اللَّهِ أَوْفُوا ۚ  
ذَٰلِكُمْ وَصَّيْكُمْ بِهِ لَعَلَّكُمْ تَذَكَّرُونَ ﴿١٥٢﴾

Meaning:

"And when you say something, you shall be fair, even though he is your relative and thus fulfill God's promise that God commanded you so that you can remember".

The problem of the Muslim is a matter of speaking fair. It means having to communicate (exchanging information) with a completely impartial, balanced and of course in accordance with the right of person.

## **d. Accuracy in Information**

Allah says:



﴿ يَتْلُهَا الَّذِينَ ءَامَنُوا كُونُوا قَوَّامِينَ بِالْقِسْطِ شُهَدَاءَ لِلّٰهِ وَلَوْ عَلَىٰٓ أَنْفُسِكُمْ أَوِ الْوَالِدِينَ وَالْأَقْرَبِينَ ۚ إِن

يَكُنْ غَنِيًّا أَوْ فَقِيرًا فَاللّٰهُ أُولَىٰ بِهِمَا ۖ فَلَا تَتَّبِعُوا هَوًىٰ أَنْ تَعْدِلُوا ۚ وَإِنْ تَلَوْنَهَا أَوْ تَعْرِضُوهَا فَإِنَّ اللَّهَ

كَانَ بِمَا تَعْمَلُونَ خَبِيرًا ﴿٣٦﴾

Meaning:

O ye who believe! Be ye truly enforcement of justice, bearing witness because God even against yourselves, parents or even your family. If he is rich or poor, then God knows for his welfare. Do not follow your desires because you want to deviate from truth. And if you distort words or reluctant to be witnesses, then Allah is knowledgeable of what you are doing.

In other to deliver true, valid and accurate news, a journalist must perform a search to various sources of news. Find some witnesses who have certainly known whether the news is true or not. So function of journalism as truth of enforcement authorities can run. To achieve the accuracy of the data and facts as material information to be conveyed to the public, required careful study by the personal hygiene, especially journalists so it is known as *investigative reporting*.

#### e. Free and Responsible

In acquiring and conveying the truth, journalists must have freedom. But this freedom is limited by the sentence of *qad tabahhana al-rusyd min al-ghayi*, and the aspects of the truth which is mentioned by the God is al-urwat al-wutsqa. In verse 36, Surah Al-Isra', Allah affirmed in the Qur'an, which means:

وَلَا تَقْفُ مَا لَيْسَ لَكَ بِهِ عِلْمٌ ۚ إِنَّ السَّمْعَ وَالْبَصَرَ وَالْفُؤَادَ كُلُّ أُولَٰئِكَ كَانَ عَنْهُ مَسْئُولًا ﴿٣٦﴾

Meaning:

"And do not follow what you do not have hear about it. Truthfully, knowledge, observation and conscience, all of which will be held to account (responsibility)".

#### **f. Constructive Criticism**

Conveying that right is right and wrong is wrong, is a human being personal hygiene tasks. The goal simply wants to improve the situation into the good situation. The Qur'an describes the task of telling the truth is a command that must be carried out either by individuals (individual) or group (collective). Further confirmed, every believer is asked to carry out an obligation in the form of work to persuade others to do good (*al-khair*), gets someone else to carry out good (*al-ma'ruf*) and forbids people to do bad things (*al-munkar*).

### **3.6 Characteristics of Islamic Journalism**

All journalistic activities is a missionary movement, with a record of what is written or published. The news which is published by a journalist is something that is da'wah, calling on the good and forbidding in the unjust. The journalist should use a polite language that reflects the da'wah.

There are few characteristics which becomes the distinguishing between the language used by the common journalistic compared with Islamic journalism, namely: simple, short, solid, straightforward, clear, clean, attractive, democratic, populist, logical, grammatical, avoid using words which is only understood by certain gourps such as "Atok" which means grandfather, avoid using foreign terms, using an appropriate word choice (diction), giving priority to active sentences, and finally as far as possible avoid to technical terms and must subject to the rules of ethics.

#### **a. Simple**

Simple means always prioritizing and selecting a word or phrase that is most widely known by an audience or readers who are very heterogeneous, in terms of intellectual level as well as demographic characteristics.

b. Brief

Brief means directly to the subject matter (to the point), not long-winded, do not spin, and do not waste the reader's time is very valuable.

c. Solid

According to Patmoko, SK, senior editor of Rays of Hope in the book of Journalism Techniques, solid in journalistic language means every sentence and paragraphs must consist of a lot of important and interesting information for the audience. It means there is a clear distinction between short sentences and phrases.

d. Unadorned

Means straightforward, unambiguous, avoiding euphemisms or smoothing words and sentences.

e. Clear

Clear means easily captured intention which is not diffuse and vague. As an example, black is a clear color, white is a clear color, but when these two colors put colesely it is a clearer which one is called black and which one is white.

f. Transparent

Transparent means honest, sincere, does not hide anything such as prejudice or slander.

g. Interesting

Language journalism must be interesting. Exciting means able to generate interest and borders audience of readers, triggering appetite read, and make people who are asleep, awake instantly. Language journalism rests on the principle of exciting, true and raw.

h. Democratic

One of the most prominent characteristic of language journalism is democratics. Democratic means language journalism is not familiar with the language level, rank,

caste or other distinction and greet parties as found in the grammar of Sundanese and Javanese.

i. Populist

Populist means any word, term or any sentence contained in the works of journalism should be familiar in the ears, eyes, and minds of an audience or readers. Language journalism must be populist, means acceptable and familiar to all levels of society.

j. Logic

Logic means anything contained in words, terms, sentences or paragraphs journalism should be acceptable and not contrary to common sense.

k. Grammatical

Grammatical means words, any term or phrase used and selected in language journalism must follow standard rules of grammar.

l. Avoid Using Speech Language

Speech language is the word commonly used in everyday conversation informally. Speech language is words that are spoken in the coffee shop, including a city bus, or in the market.

m. Avoid using foreign words and terms.

n. Choice an appropriate word (diction).

o. Stresses at active sentence.

Active voice is more easily understood and more preferably by an audience or readers rather than the passive voice.

p. Avoid using technical terms.

q. Subject to the rules of ethics.

### **3.7 Journalism as Media Communication for Da'wah**

Many years ago, journalism is a simple technique to communicate to create reports. But now, it is known widely and deeply discussed. Journalism itself does

not directly come into the world in coincide with the printing press invented by Guttenberg. But we should understand that communication in journalism and the printing press turns out to have a close relationship that appears in our world.

Science communication or now it is popular with the term of journalism is growing rapidly in the period of entering the over half a century. It has not been long when compared to other social sciences such as law or sociology. The development of science communication is not directly coincide with the birth of the print media.

The development of science communication depends on the situation and condition. Furthermore we can actually see that science communication / journalism recognized as a science because after doing long time research and finally it is fulfill the requirements to be a science with specific objects; systematically; methods; universal.

It is determined later that the science is rooted in skill retorica at the time of Aristotle's life and achieves its rapid development in the period Cicero.

In ancient Greece, The study of Publication/Communications has been practiced and discussed as a skill or technique to connect with other people. From the explanation above, it can be drawn that journalism can be used as a medium of communication that is the masses, because the results and journalism is up to the community then becomes the consumption of the masses, thus forming public opinion. Effects or responses will be seen some time later, because journalism is a communication process that does not only have a profound effect but slightly slower. Qur'an also gives a very privileged position to journalists who conveys a message through his preaching as the best people, God said:

كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ عَنِ الْمُنْكَرِ وَتُؤْمِنُونَ بِاللَّهِ وَلَوْ

ءَامَنَ أَهْلُ الْكِتَابِ لَكَانَ خَيْرًا لَهُمْ مِّنْهُمْ الْمُؤْمِنُونَ وَأَكْثَرُهُمُ الْفَاسِقُونَ ﴿١٠٩﴾

Meaning:

You are the best people born to men, sent to the *ma'ruf*, and prevent what is wrong, and believe in Allah. If the Booker believed, it would have been better for them, among them there are believers and most of them are people who are wicked.

### **3.8 Message from Quran about Da'wah Bil-Kitabhah (Journalism)**

Al-Quran is the holy book of useful and as the main reference of Muslims, but it is also in response to the problems faced by Moslem daily. Koran as a guide and reference for human life in general and Muslims in particular is also a material object da'wah that is why the discussion about the Koran certainly can not be separated from the discussion of da'wah.

Literally, the da'wah of Islam can be interpreted as calling people to pro-Islamic. Meanwhile, according to the terminology of science da'wah, Islamic da'wah is interpreted as a way to bring people wise to the beaten path in accordance with the command of God, for the benefit and happiness of the world and the hereafter.

From the above description implies three things that are important in the implementation of the da'wah of Islam. If you want always have meaningful to humans, first invited in a way that is done in accordance with the conditions of the object of da'wah. If not, it will lose its appeal in the development of society.

Second, humans are very diverse as its object or plural of the various aspects of life, so that awareness of the condition of the object pluralistic da'wah must be taken into consideration by a preacher when he formulates his message. Plurality in global community, so that any value will be developed in the community must consider such as diversity.

### **3.9 Journalism in Qur'an**

The rapid flow of information makes the world of journalism increasingly important amongst the people. In the context of the country and journalism, the

public becomes aware of information about what is being done by the government. Especially news that directly relates to the rights of the people, besides the is the phrase "the public has a right to know".

The existancy of journalism is really rooted in the society. The public should know all information that is increasingly sophisticated with the flow of the times that continues rapidly from day to day in the law of human rights (Human Rights Act), the right to receive information properly protected as to which article 19, which states "everyone has the right and freedom to possess and convey opinions as well as information.

In this case, freedom includes to hold opinions without interference and to seek, receive, impart information and thoughts through any media and do not see boundaries. But once freedom is also to be seen and the other side must not be violated rights of personality.

The position of journalism is very important in Moslem society. The effect is also vary, and the Qur'an always offers a solution to all the problems facing people throughout the ages, not to mention the problem of journalism. Many elements and values that can and should be explored as stated in the Qur'an.

يَتَأْتِيهَا الَّذِينَ ءَامَنُوا إِن جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَن تُصِيبُوا قَوْمًا بِجَهْلَةٍ فَتُصْحَبُوا عَلَىٰ مَا فَعَلْتُمْ

نُدْرِمِينَ ﴿٦٠﴾

Meaning:

"O ye who believe, when it comes to you people who are wicked brings a message, then check carefully, so that you can inflict a disaster to a people without knowing the circumstances that causes you regret for the act".

## CHAPTER IV

### CONCLUSION

Qur'an as Moslem holy book used as a guide to life makes the position of journalism as a medium of mass communication. The result of this journalism to the community becomes the consumption of the people to shape public opinion. This proves that journalism can be used as mass media.

There are three things that the message of the Quran to the process of presenting journalism so that it always has meaningful to humans. The first invites a way that is done and in accordance with the conditions of the object of propaganda, the second man as the object of the mission is plural and the plural it should be a consideration in formulating message, the third is a culture that can not be eliminated in the midst of society is cultural mimic (culture of followership), should a journalist care to cultural behavior with what it proposes, in accordance with the concept of journalism in the Qur'an. One of the functions of journalism is as defenders of truth and fairness. Many people refer to it as a universal function and ideal. A journalist is never asked to provide information, but it is its own initiative.

From the research and observations made by researcher, it can be concluded that there are some basic concepts offered by the Al-Quran through this journalism namely; Qaulan ma'rufan means the correct pronunciation, Qaulan Kariman means the polite word (Surah Al-Isra ': 23), Qaulan Maysuran means appropriate greeting (Surat al-Isra': 28), Qaulan Balighan means greeting appropriate to the circumstances ( Surah An-Nisa: 63), Qaulan Layyinan is gentle greeting (Surah Ta Ha: 44).

Al-Quran contains of many journalistic elements which can be divided into four namely:

- a. Fairness accuracy (to be fair),
- b. The accuracy of the information,



- c. Responsible, and
- d. Constructive criticism.

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