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Participatory development communication as a pattern of community empowerment (Study on the Radio of the An-Nur Malang Islamic Dakwah Community)

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Abstract. This research aims to determine the patterns and management system used at Radio Dakwah Islamiyah to empower members of the community. One of the methods used in this study is to examine the participatory development communication patterns that are commonly used to find out the participation of community members to carry out development in Radio Dakwah Islamiyah An-Nur Malang. This study used qualitative methods and the techniques to collecting the data using in-depth interviews with An-Nur foundation as the founder in operating the establishment of An-Nur Da'wah Islamiyah Radio, as well as community members on the radio. The informants of this research consisted of : the chairman of An-Nur Foundation, the Chairperson of An-Nur's Da'wah Islamiyah Radio, the creative team and secretary of An-Nur Da'wah Islamiyah Radio. From some of the informants, the methods used by Radio Dakwah Islamiyah An-Nur Malang will be examined in an effort to empower community members and the management used to maintain their existence. The result of this study, participatory development communication are already used in managing Radio Dakwah Islamiyah An-Nur to increase their exist. One of the method used is collecting the donation from community members and it is work. The income totally used to establish the Islamic dakwah through radio media.

Keywords. Dakwah Islamiyah AN-Nur Radio, Management media, particaptory development communication, community radio, community empowerment

Background of the Study

Nowdays, technology is an important thing to control the whole word.

One of the reason is the function of those technology which can share and disseminating all information that everyone needs in the very short time.

As revealed by Amiruddin Z (2017) He states that through information all kinds of values, needs and expectations are become exchanged in society, so that there is progress in various areas of life.

One of the media that still widely used today is radio, which is considered more effective than other media.

Radio is one of the mass media that closely related to everyone needs, also can provide various kinds of information, entertainment, and education (Wirdayati, 2018).

As Lubis statemenr (2017) that the average radio listener are listening the radio by mobile phones, although the new media users have a higher number, specifically 40%.

According to the reaserch of Nealsen Radio Audience Measurement (in Trinoana, 2017) which said that radio listeners still occupy 38% and show that radio still has many loyal listeners.

In this transition era, the radio channels that has significant effect is community radio, especially for disseminating information which related to the community. As stated by Christiany (2015) that

Community radio including to the part of the broadcasting system in Indonesia, which practically contributes and participates in conveying the information which is needed in the community, **both regarding the citizens or the community aspiration as well as the programs are carried out by the government to jointly explore the problems and develop potential in the environment around the community radio.**

This is reinforced by the existence of Law No. 32 of 2002 concerning the status of community media stating that public broadcasters have legalized and granted broadcasting licenses. So that community radio becomes a broadcasting institution that is recognized for its existence, coupled with Article 21 of the Broadcasting Law, regarding the authority over community media (including radio) to have a broadcast,

As long as the programs are independent, incormesial, and low transmit power, wide range of limited areas, and in accordance with the interests of the community. (Purbathin, 2003).

Review of Literature
Communication and Social Change

According to Mac Iver (in Nanang, 2012 p.4), social change is a change that occurs in social relations or as a change to balance.

If it is associated with communication science, the essence of communication itself is basically a social integrator or glue for living together, so that all parties who communicate and carry out a togetherness will be able to cause a social change in all who communicate (Ijtimaiya, 2013).

In relation to the process of social change, communication becomes a means used to get to that process. Communication plays a role in bridging differences in society because it is able to re-glue the social system of society in its efforts to make changes.

McClelland (in Nasution, 1992) states that the most original and provocative analysis is his comments which directly related to communication issues, namely the importance of public opinion for development.

Likewise, in the process of social change, there is a process of mutual adjustment in conveying the ideas or messages between the communicator and imformations recipient.

This means that the community directly provides information, thoughts and ideas. It is not only about understanding what is being said, but also having to really understand the condition or cultural background of the recipient.

Scramm, (in Edy Sudaryanto) said that the main point of communication in a social change is the context of development, those are:

(1) Conveying information to the public about the importance of change.

(2) Giving an opportunities to the community to take part.

(3) Giving education to the labor what is needed in development.

Participatory Development Communication

Participatory development communication is the system of design and use of participatory activities, communication approaches, methods, and media as the intermediary in sharing information and knowledge with all stakeholders in the development process to ensure mutual understanding that leads to action.

Participatory development communication aims to facilitate community participation at all levels of development.

In addition, it can help identify and implement policies (Anyaegbunam, 2004: 10

It is also related to Indardi's statement (2016, p. 76) which is said that ommunications aspect is one of an important factors in achieving development success, especially in community empowerment.

So that communication is considered as important process of development which also take effect in social change.

The Empowerment of Radio Community

Radio is a periodic communication media that is able to reach a wide range of people at the same time.

Based on radio ownership data, during the last two decades it has always evolve..

Also has a large quantity, radio will have a great potential in disseminating information (Wirdayati, 2018).

Meanwhile, community broadcasting institutions (LPK) which has legal entities established by certain communities, independent and non-commercial, with low transmitting power, all-round in serving the interests of their communities (Regional Indonesian Broadcasting Commission, 2009:19).

The existence of community radio is also based on the common vision and mission of a community.

If seen by the theoretically, the community itself is formed by two things: first, locality that is formed on certain geographical boundaries.

Second, the same identity, or interest and careness for the same thing (Rachmiatie 2007: 72).

A community itself is "a associations of individuals who inhabit a certain environment and has the same interests" (Iriantara, 2004: 22).

In communication science, there are several fields that have been grouped, one of them is community that's also included as organizational communication. As described by Rogers and Rogers in Moss and Tubs (2005 p.164).

In communication, the community is included as the context of organizational communication, where individuals who together through a hierarchy of rank and division of labor try to achieve certain goals.

This goal ultimately becomes the background for the formation of a community.

The same thought is also stated by Soenarno in Rahmawati (2012) which explains that community is an identification and social interaction that is built with various dimensions of functional needs.

Community Radio as a Da'wah Media

One community that uses radio as a media for disseminating information in terms of special interests is da'wah institution.

The Islamic da'wah community can use radio as intermediary for spreading religious elements.

To achieve the happiness and welfare of many peoples, the organization of da'wah cannot be carried out by individuals, but must be carried by cooperation in a neat and planned that will be use as an effective and efficient work system (Shaleh, 1977: 3).

While the da'wah radio itself is a da'wah media founded by the Islamic community which aims to do amar ma'ruf nahi munkar in order to create the best society (Musyafak, 2009: 5).

Research Method

The type of research that is appropriate for this research is descriptive qualitative. Seems from the objects in this study that are directly related to Interpretive social science (ISS), which is an analytical approach that is carried out directly and in natural details (Neuman, 2015 p.116).

coincident with Neuman, Bungin (2007, p. 68) also states, social research uses qualitative descriptive format which aim to describe, summarizing various conditions, situations or phenomena of social reality that still exist in community that is become the object of research, and trying to draw these realities into the community,

Such as feature, character, or description of a particular condition, situation, or phenomenon.

So that, the researchers can compare and analyze based on reality in the field and find a way out for ongoing problems and apply the theories that have been studied, so they can be developed based on events in the field.

In essence, the main characteristic of qualitative research is the data result which are descriptions and the title of the research can change any time according to the results of research in the field (Frankell & Wallen, 1993 p.81). If seems to the suitability to the object of research which is focused on the pattern used for empowering a community, and involving certain social groups and finding out the problems and the process of solving those problems, qualitative research becomes suitable for this research.

In qualitative research, the researcher becomes the main instrument in collecting data that can be directly related to the instrument or object of research (Sugiyono, 2005 p.2). So, if there is a change or fact that is not in accordance with the hypothesis or theory that has been used by the researcher, it will be easier to

make changes according to the data presented. Researchers also can compare directly and easily between the methods that have been written and the facts in the field in depth.

Results and discussion

After finishing the reaserch, the researcher found some results, there are several patterns used in RDI to empower the community members which are also related to participatory development communication theory. Here are some ways that have been implemented;

1. Grouping all members of community in a social media site.

2. Regular introductions and rely on community's member involvement through collaboration in an event.

3. Changes in broadcast programs.

With the percentage diagram according to the intensity used as follows:

Grouping all members of community in a social media site.

This effort aim to make all members get more information in social media site or chat application and become one of the ways used to empower community members. One of the chat applications used is WhatsApp application.

In whatsapp aplication, RDI's members can participate by taking a part in RDI development process. However, most of them are chose to participate in financial support for the continuation of RDI broadcasts. RDI's Official Whatsapp Account also regularly broadcasts about programs or future plans of RDI through personal chat. This is also has a function to further ensure that information can be spread evenly compared to chat than WhatsApp groups.

RDI try to provides the up-to-date information about their programs that will be broadcast and the activities that can be attended by all community members, so that all members wont miss the program they want to participate in. Members can also respond or ask questions about the program and get the answers quickly. This method is arguably more efficient, it is hoped that this way will have a significant impact on the participatory development communication pattern currently being implemented by RDI in the future.

Regular introductions and rely on member involvement through collaboration in an event.

The existence of a strong relationship between Radio Da'wah Islamiyah and the community (jama'ah) of Masjid An-Nur, made jamaah of Masjid An-Nur become the most influence members of community radio. Thus, the existence of an event or activity organized by Masjid An-Nur will also involve community members from RDI itself. One of the routine activities that is almost never absent is congregational activities in the month of Ramadan.

During the month of Ramadan, it became one of the moments used by RDI to make the development potential to all of community's members. One of the things that become routine in the month of Ramadan is breaking fast together (before the covid 19), recitation of the dawn (after subuh prayer), until the cult which is usually broadcast while waiting for iftar. Also the distribution of zakat fitrah, which is only available during the month of Ramadan.

Another activities that are held other than during the month of Ramadan are

participating in activities which is organized by other members of the Islamic community. With a cooperation system between RDI An-Nur as the reporter for those event (some are broadcast on air) and the others as organizers. With this collaboration, indirectly increase the number of listeners and community members from RDI, this is also one of the ways used to empower community members, and take a part in RDI's development process.

In some activity, RDI uses a participatory development communication pattern. This pattern is used to ask for opinions and involve community members for the smooth implementation of the event. By holding other activities that are broadcast off air or on air, in addition to increasing the participation of members, RDI can also increase the number of members and get an indirect promotional role. So that it will increase the number of members and the number of listeners which can also increase the credibility of RDI.

3. Broadcast Program Changes

The relationship between programs broadcast and the number of listeners is the reason for RDI to continue making innovate to provide the best program presentations. As a community radio aimed at the Muslim community, RDI should harmonize the times and things that are booming in society with Islamic nuances.

One of the methods used in RDI is to change the broadcast program. At first, RDI only presented Qur'an recitation and have a discoutse from some lecturer (ulama). But at this time, the programs presented have developed and become more varied. Such as procurement of a youtube channel and create a podcast program. In addition, RDI also took the initiative to provide program information that will be broadcast through the WhatsApp or social network account as explained in topic number 1.

With the changes of broadcast programs, it is hoped that all community members will get the opportunity to contribute directly. Such as a program that held on Eid al-Fitr 1443 H/2021 M. The name of the program is "Salam Rindu Idul Fitri". The program is made for community members who want to convey a messages of longing to their family in the other location because they cannot be found due to the effects of the covid 19 pandemic. Audiences are asked to convey messages via WhatsApp voice note which will be broadcast in that program. The contribution from the community also has an impact on community empowerment which will also have an effect on the development of RDI later.

Closing
Conclusion

This study proves that participatory development communication theory has an impact on community empowerment efforts. So that interaction and participation as a form of development is also needed to empower community members. However, some of these efforts need to be further developed. They should increase their effort to introduce RDI to the wider community.

Suggestion

It would be better if Radio Da'wah Islamiyah An-Nur Malang was more productive on another social media, such as Facebook, Instagram, or TikTok application which is currently being widely used by some people since young to old age.

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