

**INTERACTIVE ISLAMIC PREACHING MODEL ON THE DISCORD
APPLICATION**

A THESIS

Submitted in Partial Fulfillment of the Requirement For the Bachelor Degree in
Communication and Islamic Broadcasting Departement



By:

WAHYUNI MARDIANI

SN. 3420099

**COMMUNICATION AND ISLAMIC BROADCASTING STUDY
PROGRAM**

**FACULTY OF USHULUDDIN ADAB AND DA'WAH
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K.H. ABDURRAHMAN WAHID PEKALONGAN

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Menyatakan dengan sesungguhnya, bahwa skripsi dengan judul **“INTERACTIVE ISLAMIC PREACHING MODEL ON THE DISCORD APPLICATION”** adalah benar hasil karya penulis berdasarkan hasil penelitian. Semua sumber yang digunakan dalam penelitian ini telah dicantumkan sesuai dengan ketentuan yang berlaku di Universitas Islam Negeri K.H. Abdurrahman Wahid Pekalongan.

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Assalamu'alaikum Wr. Wb.

Setelah diadakan penelitian dan perbaikan seperlunya, maka bersama ini kami kirimkan naskah skripsi saudara:

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Dengan ini saya mohon agar skripsi saudara/i tersebut dapat segera dimunaqasyahkan.

Demikian nota pembimbing ini dibuat untuk digunakan sebagaimana mestinya. Atas perhatiannya, saya sampaikan terima kasih.

Wassalamu'alaikum Wr. Wb.

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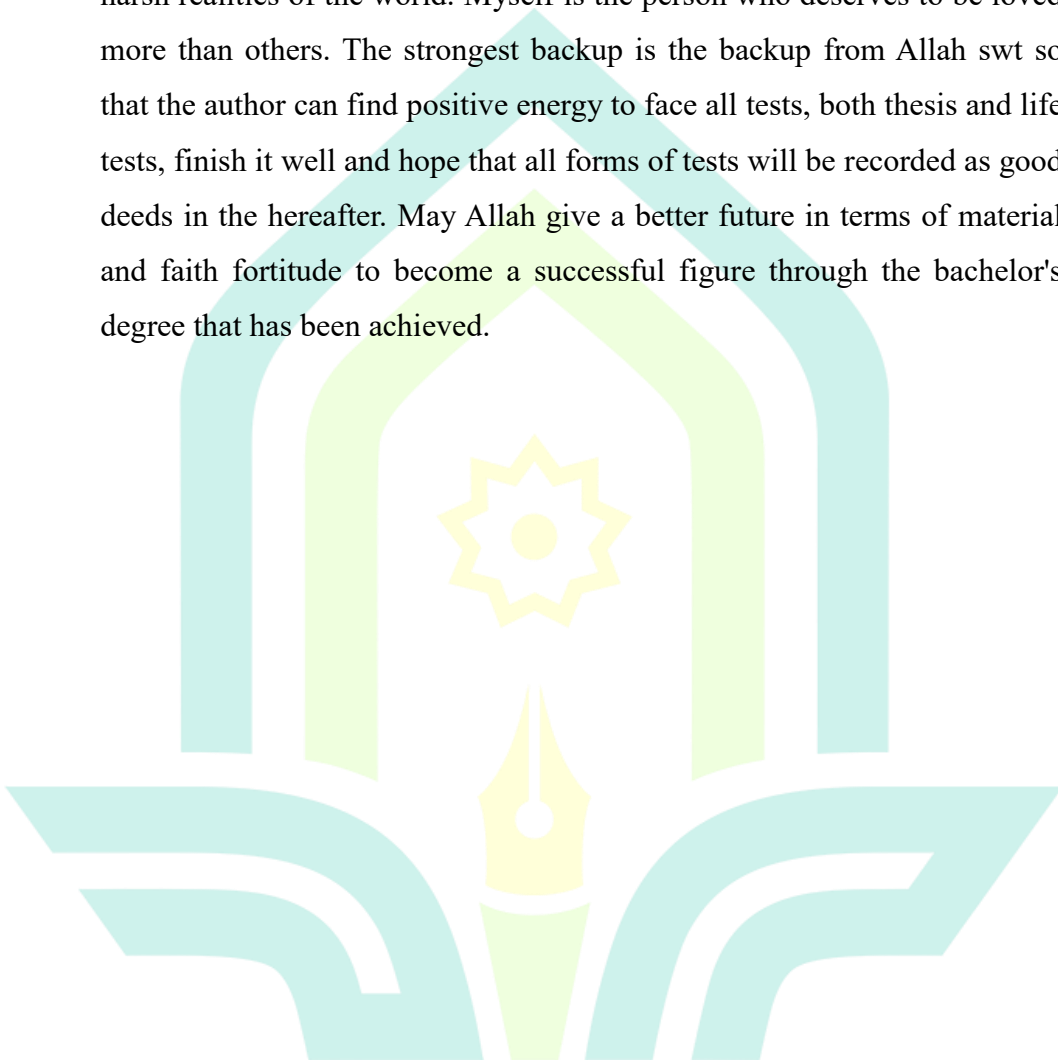
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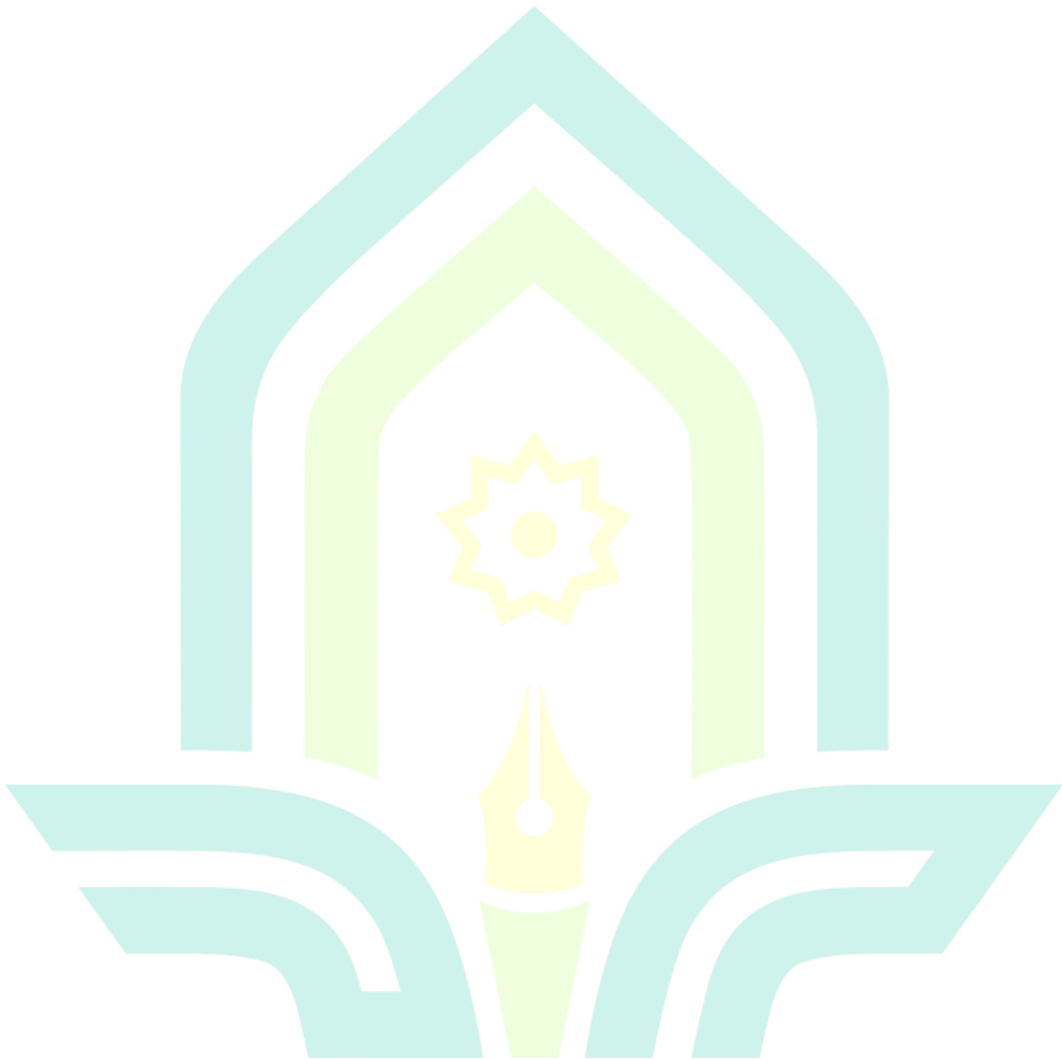
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MOTTO

“The life in front of you is way more important then the life behind you. So don’t be afraid to start over. It’s a chance to build something better this time”

(Yuni)



ABSTRACT

Mardiani, Wahyuni. 2024. Interactive Islamic Preaching Model On the Discord Application. Thesis Communication and Islamic Broadcasting Study Program, State Islamic University (UIN) K.H Abdurrahman Wahid Pekalongan. Vyki Mazaya, M.S.I.

Keywords: Islamic Preaching, Interactive Communication, Discord Application

Discord is an application that was originally designed for playing games. However, as time goes by, it is used for various kind of discussions. One of them is for Islamic preaching servers. The essence of the meaning of da'wah is an activity to convey the teachings of Islam or invite others to embrace Islam or carry out the teachings of Islam for happiness in the world and the hereafter.

This research aim to prove that there are Islamic servers on the Discord Application. By observing the existence of Islamic preaching activities in it. In addition to find out the interactive preaching model implementation in the Discord application.

This research uses a qualitative method with a case study approach. Through observation of the islamic servers. Research methodology uses qualitative descriptive steps where social research obtains descriptive data in the form of words, and images. Furthermore, data is collected through observation, interviews from three users who are members of the server, and documentation uses Connectionism communication theory by Thorndike's.

The results showed that the form of interactive preaching model applied on the Discord application islamic server using Interactive Communication between preacher and communicants, also between communicants can run effectively if there is openness, empathy, supportive attitude, and positive attitude. In this case, the evolution of the Discord App from just a gaming platform to an inclusive platform for Islamic religious learning reflects the influence of the digital environment that affects the identity and behavior of its users. This change shows that the environment on Discord, which was originally associated with a violent gaming culture, can provide an Islamic learning experience creating a new identity for its users who are new to learning Islam.

PREFACE

Assalamu'alaikum Warahmatullahi Wabarakatuh

Praise be to Allah SWT who has bestowed His Grace and Guidance upon us. Greetings are sent to our lord, the Prophet Muhammad SAW who has led the way to success in every process of working on the thesis until the end with the title Interactive Islamic Preaching Model On the Discord Application. The author hopes that this thesis can benefit the general public and the Islamic Communication and Broadcasting study program.

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The author realizes that this thesis is far from perfect, so please forgive any shortcomings. Thus the introduction that the author can convey. May we always be given blessings, strength, and sincerity by Allah SWT.

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Pekalongan, 7th June 2024

Researcher

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TABLE OF CONTENTS

COVER.....	i
SURAT PERNYATAAN KEASLIAN SKRIPSI	ii
NOTA PEMBIMBING.....	iii
PENGESAHAN	iv
ACKNOWLEDGEMENT	v
MOTTO.....	vii
ABSTRACT.....	viii
PREFACE	ix
TABLE OF CONTENTS	x
IMAGE LIST	xii
CHAPTER I INTRODUCTION	1
A. BACKGROUND	1
B. FORMULATION OF THE PROBLEM	5
C. AIM OF THE RESEARCH	5
D. RESEARCH BENEFITS	5
E. LITERATURE REVIEW	6
F. THEORETICAL FRAMEWORK	14
G. RESEARCH METHODOLOGY	15
H. SYSTEMATICS OF DISCUSSION	18
CHAPTER II INTERACTIVE PREACHING MODEL AND DISCORD APPLICATION.....	20

A. Interactive Islamic Preaching Model	20
B. Discord Application	43
CHAPTER III GENERAL DESCRIPTION OF ISLAMIC PREACHING COMMUNITIES ON THE DISCORD APPLICATION	51
A. Discord Application Profile.....	51
B. Islamic Server On the Discord Application	53
C. Communication process	59
CHAPTER IV RESEARCH ANALYSIS AND RESULTS	82
A. Implementation of the Interactive Preaching Model in the Discord Application	82
CHAPTER V CONCLUSION	96
A. Conclusion	96
B. Recommendation.....	98
REFERENCES.....	100
APPENDICES	104

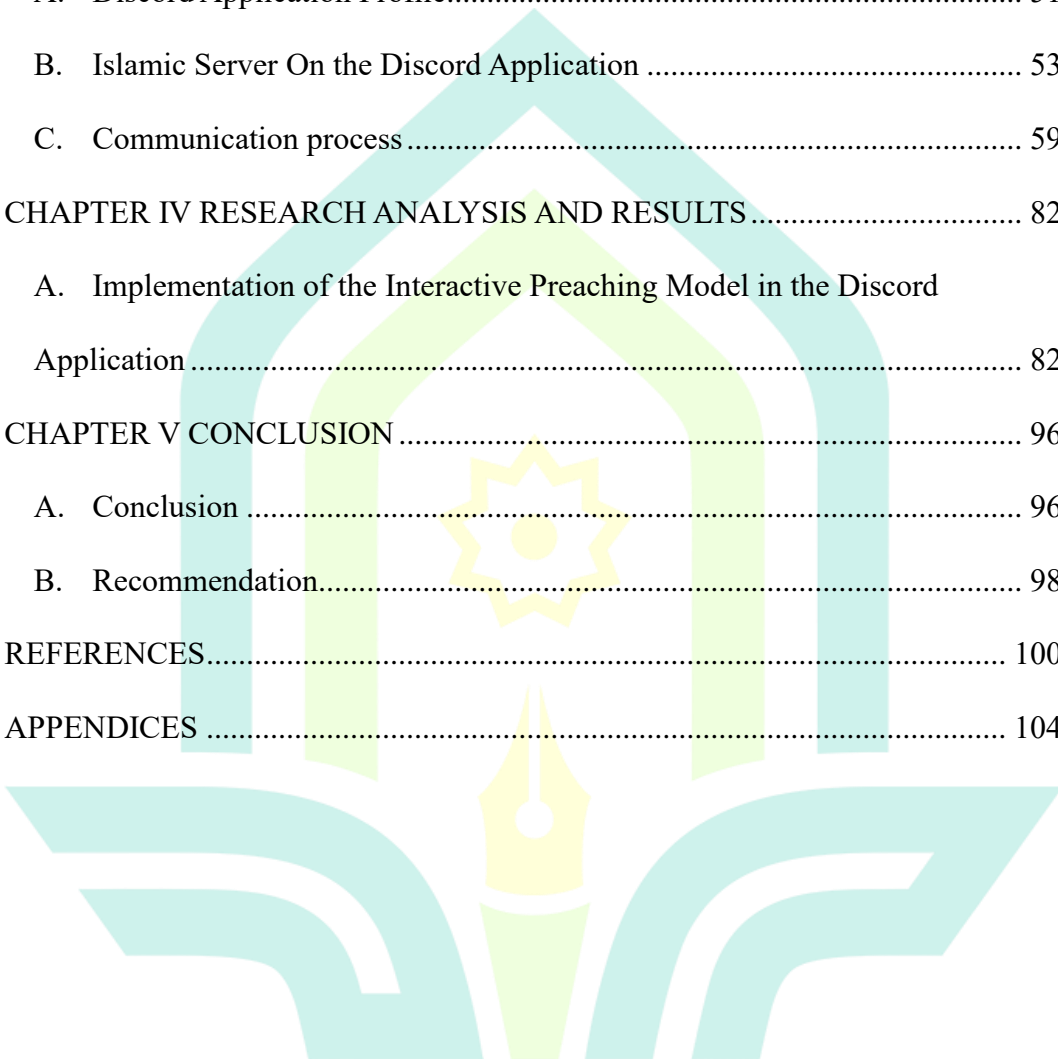


IMAGE LIST

Figure 1.1 Theoretical framework	15
Figure 2.1 Communication patterns	42
Figure 2.2 Channel	45
Figure 2.3 Roles	46
Figure 2.4 Text Messaging	46
Figure 2.5 Call and VC	46
Figure 2.6 BOT	47
Figure 2.7 Application Intregation	47
Figure 2.8 Rich Presence	48
Figure 2.9 Emoji	49
Figure 2.10 Audit Log	49
Figure 2.11 Gaming Intreactions	50
Figure 3.1 Revets Server	53
Figure 3.2 Quran Learning Center	55
Figure 3.3 House of Peace	56
Figure 3.4 Hikmah Central	58
Figure 3.5 Notification	75
Figure 3.6 Sisters Reverts Stories	79
Figure 3.7 Sisters Chat Channel	81

CHAPTER I

INTRODUCTION

A. BACKGROUND

The rapid development of technology affects the way people interact and communicate with each other. The emergence of new media connects people's interactions globally. The term "new media" was used to describe the existence of digital technology, computers, or information and communication technology networks in the last 20th century. Various social media and application platforms are used to extract user information through digital sources. New media that has opened both the opportunity and threat dealing with Islamic teaching in Indonesia. Regarding the digital technology and Islamic proselytization, some scholars have their teachings through online. Various innovations appear especially in application development as a platform for users to get information. New media comes with the existence of digital communication containers. The media platform provides users with getting to know each other get information easily in cyberspace.¹

However, the freedom of users to access and upload information causes problems between users in interaction. Various factors influence the way people interact in new media. Some provocative users trigger hate speech, cyberbullying, and so on. The lack of interactive communication is one of the things that causes differences in thinking that are not in line so there is a miss communication happened. The utilization of new media has grown in various

¹ Wahyudi Akmaliah. "The demise of moderate Islam: new media, contestation, and reclaiming religious authorities". *Journal of islam and muslim societies*, Vol (X), no. 1, 2020, p. 5

fields. One of them is as a media for preaching through online such as Instagram, TikTok, and Youtube applications are quite popular with people doing Islamic preaching activities. One of the new media to establish communication with online communities is Discord. Discord is a platform that was originally designed for the gaming community, but now it has developed into a digital platform from various communities aimed at various topics according to the interests of its users. Discord is an application that has the advantage of offering features with a simple, practical, easy to use, and accessible design from various countries.²

In the Discord application, there are interesting tools such as voice chat, text, discussion groups, videos, and share screens. Discord has grown to become a forum for various communities with various interests, including religious communities. Discord can help people share fun experiences that involve emotional experiences.³ Interactive features and the ability to connect people from different parts of the world make Discord a potential tool for interactive Islamic proselytizing. The unlimited ease of access of users in various Islamic preaching channels makes it easier for members to interact according to their interests, and communication patterns are built. In the context of Islam, da'wah which means calling has an important role in spreading religious teachings, educate, and motivate Muslim communities to

² Raihan, Jade Putra, And Yuliani Rachma Putri. "Pola Komunikasi Grup Perselisihan PUBG. Indo. Menyenangkan Melalui Aplikasi Discord", *Eproceedings Of Management*, Vol (V), no. 3, 2018, p. 1

³ Tumewu, Maria Clara Irsa Setya, and Nani Kurniasari. "Motif dan Kepuasan Komunitas Asam di Media Sosial Discord sebagai Sarana Memenuhi Kebutuhan Informasi", *Journal of Communication Library*, Vol (V), no. 1, 2022, p. 25-37

increase religious understanding and applied in life. Preaching's methods must also adapt to technological developments. Therefore, the use of new media as an interactive Islamic preaching tool becomes relevant and interesting to be research. Interactive preaching from community members is supported by available features.

There are some preacher who provides learning materials in the islamic communities on the Discord application come from various countries. For example, Ustad Kamil Ahmad is from Toronto, Canada. He has completed his undergraduate education from the faculty of shari'ah in 2009 at the University of Madinah. Ustad Kamil holds a master's degree majoring in Akidah and contemporary ideology from Qassim University in Medina. Da'wah carried out udztad Kamil on the discord application since May 24, 2023.⁴ In addition, there is Ustad Eissa Abu Noor from Italy. He has been a convert to Islam since 2010 and completed his bachelor's degree at the University of Medina in 2020. Da'wah carried out on the Discord application sdi starts from May 24, 2023.⁵ This makes it easier for users to learn new things, especially in learning about Islam. New interactive media can support users to communicate intensively which the users from many different countries and various background. The users quickly shape the interactive behavior of group members in ways of a self-fulfilling prophecy, which manifests itself in behaviors such as overestimating the competencies of

⁴ Results of observations in the revert community on the Discord App on February 21, 2024.

⁵ Results of observations in the revert community on the Discord App on February 22, 2024.

higher status group members or judging their contributions as more valuable. Interestingly through computer-mediated interaction has been found to be less shaped by intergroup attitudes, in terms of responding to communications by members on the Discord application.⁶

The positive effects of working group diversity are often discussed in the context of the information and decision-making perspective, while challenges occurring at the interpersonal level in diverse work groups are often explained in reference to the social categorization and identity perspective. Based on the same similarity of backgrounds, the interests are able to apply users to achieve common goals according to the vision and mission listed in each group channel. Based on data listed through the Playstore channel, the discord application has reached more than 100 million downloads.⁷ Future opportunities will certainly be felt with the update of the ease of interactive communication features that are growing rapidly as needed, especially in the context of Islamic da'wah. The theory used in this study uses the theory of connectionism communication. The theory is expected to be able to answer how the transition process of Islamic religious learning for Discord application users. Where in fact the Discord application is known only for gamers users, while lately there has been a da'wah community to learn Islam. This study aims to find out between the theory of

⁶ Maila D.H Rahiem. Religion, Education, Science and Technology towards a More Inclusive and Sustainable Future - Proceedings of the 5th International Colloquium on Interdisciplinary Islamic Studies (ICIIS 2022), Lombok, Indonesia, 19-20 October 2022, published 2024 p.16

⁷ Data source google playstore.

learning connectionism with the principles of learning in Islam and the implementation of the relationship between the two in the learning process.⁸

B. FORMULATION OF THE PROBLEM

Based on the context of the background of the problem that has been described, the author will focus research on the interactive communication process to be studied in which several research sub-problems will be written by formulating the following questions:

1. How is the interactive Islamic preaching model implementation in the Discord application?

C. AIM OF THE RESEARCH

With the explanation that has been explained in the background above, the objectives of this study are:

1. To find out the process of members communication that is established on the Discord server

D. RESEARCH BENEFITS

1. Theoretical benefits provide readers with an understanding Discord to get any information especially Islamic learning. In addition, this research can be used by someone who wants to conduct research on the Discord application in order to apply theory to be better and can cause the ability to preach through the new media Discord application.
2. Practical benefits It is hoped that this research will provide good benefits to students, especially in the Department of Communications and

⁸ Nurliasari, Hanifa, and Septi Gumiandari. "Keselarasan dalam teori koneksionisme dan prinsip-prinsip pembelajaran Islam serta implementasinya pada remaja." TIN: Applied Informatics Nusantara Vol (I), no.2, 2020, p. 235

Broadcasting in developing and benefiting Islamic preaching's media, making a forum for creativity and increasing competition in analysis that focuses on social media semiotics which contains various kinds of messages. And it is hoped that it can provide a motivation for preachers, especially on Instagram social media to be more creative in following the development of the globalization era. The author hopes that this study will be able to provide practical benefits for readers and writers. In addition, this research is expected to be able to improve the practice of science in the field of study, based on the knowledge of authors learned in universities and provide experience in the field of communication media.

E. LITERATURE REVIEW

Theory has an important function for the author to determine the direction of purpose of what will be researched and can determine the appropriate concepts in forming his hypothesis. Theories are also not exact knowledge, but can be clues in hypotheses. Literature review is a very important form of study. The literature review process involves reviewing, collecting, and synthesizing various sources of literature that are relevant to a particular topic. The research process involves a critical review and evaluation of existing literature sources. The main purpose of the literature review is to understand and describe the current state of research in the field related to the topic under study.⁹

⁹ Rachmat Kriyanto, Ph.D, "Teknik Praktis untuk Penelitian Komunikasi, 2nd printed. Volume I (Jakarta: Kecana, 2006), p. 43

1. Theory Analysis

The researcher uses several previous studies that have relevance to new media, refer to Edward Lee is known as the "Father of modern educational psychology". He is a Professor at Columbia University. At first in the United States much of the education and teaching was dominated by the influence of Thondike. Thondike's theory of learning is called "connectionism", because learning is the process of forming connections between stimulus and response Learning theory. Connectionism is a learning theory that emphasizes human behavior. In this theory one will be said to learn when there is a relationship between stimulus-response as much as possible through a process that is always done repeatedly. In the book "Trial and error" in order to assess the response to a particular stimulus.¹⁰ A stimulus is a change in the external environment that is a sign for action and a response is a behavior that arises because of a stimulus. The principles of learning in Islam include: intention, motivation, positive appreciation, division of learning time, repetition, active participation and scientific practice, concentration, graduality, and attention¹¹. Some of these learning principles have similarities with the connectionism learning theory developed by Thorndike in the 1980, namely:

¹⁰ Jayanti, Rani. "Teori Belajar Bahasa" (Pasuruan: Qiara Media Publisher, 2019), p. 31-33

¹¹ Efendi. Konsep Pemikiran Edward L. Thorndike Behavioristik. (Jakarta: Guepedia, 2016), p. 52

a. Law Of Effect.

If a satisfactory state of affairs follows the relationship, then the relationship between the two will be stronger. If the opposite happens, it reduces the strength of the relationship between the stimulus and the response. Learning activities will be excited if they know and get a pleasant effect or results it will trigger someone to study hard again. Meanwhile, when learning activities give an unpleasant effect it will not be carried out or stopped .

b. Law Of Exercise

The law of exercise is divided into two types, the first is the law of use, that is, the more often a person learns, he will become strong and proficient in something. The second is the law of disuse, that is, the longer something is not trained or not used, the weaker and more forgetful.

c. Law of Readiness (Law Of Readiness)

There are three problems related to the law of readiness. First, if there is a desire (readiness) in a person to act, they will feel satisfied after doing what they did. Second, if there is a desire to act on someone, but they do not do it, then there is no satisfaction he gets. Third, if there is no desire to act on a person, but they are required to, then they will also not feel satisfied. Media can help communication goals succeed because it can help convey information from a variety of globally accessible sources. One example, the creative use of media can facilitate and

increase the effectiveness of learning and extracting information about Islam.

2. Relevant Research

The media is one of the factors supporting the success of the process of a communication goal because it facilitates the process of delivering various sources of information that can be reached globally.¹² Referring to the definition above, the research that has been carried out previously related to the issue of this research topic includes:

The first relevant research was entitled Utilization of the Discord Application as an Online Learning Media written by Afriani, Aditya Dewantara, and Afandi. Research written in 2020 aims to prove discord can be used as a medium and means of learning online base. Hartono's observational theory. The research methodology uses descriptive qualitative research through observations on the Discord application. This Journal classified as the focus of information technology and education.

The results of this can be proven by looking at the learning conditions when using the discord application which results can create an atmosphere for social debate between two different classes that is interactive, fun, and calming. From this research, there is a difference in the focus of the current study: the title of this study focuses on the study of Islamic da'wah, while the previous study discussed formal education in schools results

This can be proven by looking at the learning conditions when using the

¹² Budyastuti, Yuni, and Endang Fauziati. "Penerapan Teori Konstruktivisme Pada Pembelajaran Daring Interaktif. *Jurnal Papeda: Jurnal Publikasi Pendidikan Dasar*". Vol (III), no. 2, 2021, p. 112-119

discord application which results can create a climate of social debate between two different classes that are interactive, fun, and relaxed. The similarities in the two titles as a means of learning media.¹³

The second study entitled *The Effectiveness of Using Discord Application in Improving Interpersonal Communication Among Film Lovers* written by Mochammad Syahrul Rizal and Nur Maghfiroh Aeshtetika in 2022. This research aims to find out whether the Discord application is useful for creating a long-distance communication system suitable for use in long-term emergencies. The theory used using the theory of Behavior through Quantitative methodology¹⁴ is classified as a type of communication journal research. The results of spss 28.802 with a significant rate of $.000 > 0.05$, which showed that respondents were more amenable to the use of the Discord application for interpersonal communication. One very clear difference between these studies is that they use quantitative methods.

The third research title is *The Effect of Using Discord Application Learning Media on Student Learning Outcomes in Islamic Religious Education Subjects at SMP Muhammadiyah 12 Binjai*. The year 2022 written by Kiki Puspita Dewi in the journal *Education* aims to determine the influence of student success presentations in achieving learning

¹³ Efriani, Efriani, Jagad Aditya Dewantara, and Afandi Afandi. "Pemanfaatan Aplikasi Discord sebagai Media Pembelajaran Online", *Journal of information technology and education*. Vol (XIII), no. 1, 2020, p. 61-65

¹⁴ Aesthetika, Nur Maghfirah., and Mochamad Syahrul Rizal, "Efektivitas Menggunakan Aplikasi Discord dalam Meningkatkan Komunikasi Interpersonal di Kalangan Pecinta Film", Vol (X), No. 1 2022, p. 19-27

through the discord application.¹⁵ This writing is written using quantitative theory experiments. The approach is carried out using qualitative methodology. The results of research at SMP Muhammadiyah 12 Binjai, which uses whiteboard learning media. Teachers often use this medium when teaching. The media tends to make students feel bored, so they cannot process the lesson and do not pay attention to the teacher explaining the lesson. In this study, the relevance of the study examined by the author between online media learning using the discord application and the object of this research focuses on student academic development, while the this research focuses on the academic development of server members that cover all circles, not only for students.

The fourth research title with the title Variety of Languages in Virtual Communication of Point Blank Online Game Player Groups Through Discord Social Media to Achieve Victory. The authors of the research journal include Ihsan Ramadhan, Ratna Puspita, and Wa Ode Sitti Nurhaliza in 2022. This study focuses on Communication and Information Science. The purpose of this study is to obtain information about the variety of gamer's languages on discord through the help of irobots. The theory used is Private communication in a public world theory Kaufman. Research methodology through a qualitative approach using the virtual

¹⁵ Dewi, Kiki Puspita. "Pengaruh Penggunaan Media Pembelajaran Aplikasi Discord Terhadap Hasil Belajar Siswa pada Mata Pelajaran Pendidikan Agama Islam di SMP Muhammadiyah 12 Binjai", PhD diss., Vol (III). No. 1, 2022

ethnographic method.¹⁶ The result is a large number of ridicule language containing SARA elements when members play online games that are carried out through intrapersonal communication. In the study studied, researchers have similarities in analyzing the variety of communication and language interactions carried out on the server.

The fifth research title is *Interactive Da'wah Against Youth Through Social Media* written by Nor Diyanah bint Zafri, Hajar bin Opir, and Amiratul Munirah bint Yahaya. The research journal was written in 2023. The purpose of the study is to emphasize the effectiveness of interactive da'wah to ensure and create more individuals who have high moral values and are civilized. The objective of the research is to identify successful interactive da'wah approaches through social media platforms, especially among the younger generation. This study uses theory with a qualitative approach using literature review methodology to obtain primary and secondary data about this research. The results showed that there are a number of da'wah (interactive) methods through social media that have a significant impression. With the results of making the delivery of da'wah in this millennial era as a means to produce more young people who have strong Islamic values, quality, and are protected from negative Western influences. It can be seen the difference in research related to the media used in this research. The researcher's focus is only on one media application Discord while the title includes observations on all social

¹⁶ Shahputra, Yoga Adi. "Komunikasi interpersonal antar pemain game online dalam berinteraksi", PhD diss., Universitas Islam Riau, 2021

media, especially Instagram, Facebook, and YouTube, but both studies have similarities analyzing interactive communication in media¹⁷

The sixth research entitled *The Effectiveness of Da'wah Fiah: Study of Da'wah Models at Campus Da'wah Institutions* with author Asep Iwan Setiawan. In relation to the objective contained is to achieve supervision and assessment of da'wah can provide support to da'wah managers in overseeing the extent to which the effectiveness of their planning, organizing, and leadership activities are clear, and managed with good quality in managerial control. This study uses a verification survey theory with quantitative methods with samples from certain populations. Questionnaires are used as instruments to collect data. The results showed that mentoring da'wah institutions on campus was quite effective in improving students' religious behavior.¹⁸

The seventh research entitled *The Influence of Supervision and Interactive Communication on Efforts to Improve the Discipline of Cadets* with the authors Amirullah, Amirullah, Sahar Saleh, Sandy Wahyu Purnomo, and Henni Sutryani in 2022. The purpose of this study is to see how supervision, communication, and influence of both on the development of cadet discipline at BP2IP (Center for Shipping Science Education and Training) Tangerang. The method chosen is descriptive analytical. Overall, it can be concluded that the supervision,

¹⁷ bint Zafri, Nor Diyanah, Hajar bin Opir, and Amiratul Munirah bint Yahaya. "Interactive Da'wah to Youth through Social Media", *Journal of Fatwa Management and Research*. Vol (XXVIII). No. 2, 2023, P. 1

¹⁸ Dewi, Oki Setiana, and Ahmad Khoirul Fata. "Various Paths Become Salih: Indonesian Muslim Middle Class Da'wah Model", *Bimas Islam Journal*, Vol (XIV), no. 1, 2021, p. 1-32

communication, and discipline coaching efforts of cadets at BP2IP Tangerang are very effective and well done. The difference between this study and the title of Islamic preaching model on the discord application is in the existing methods and goals. The scope of similarities of both research titles on analysis factors and the influence of interactive processes on each object Research methodology This research uses a qualitative approach with virtual ethnographic methods.¹⁹

F. THEORETICAL FRAMEWORK

Da'wah with the internet can be maximized with a detailed concept and a part that can act by having a good experience in the field. With the use of the internet can help progress in Islam and can strengthen Islamic elements, especially in da'wah activities that can adjust to the times.²⁰ The existing frame of mind is studied as follows.

¹⁹ Amirullah, Amirullah, Sahar Saleh, Sandy Wahyu Purnomo, and Henni Sutryani. Pengaruh pengawasan dan komunikasi interaktif terhadap upaya peningkatan disiplin." *Journal Of Administration And Educational Management*" no. 1, 2022.

²⁰ Azis, Ilmu Dakwah, Revised Edition, (Jakarta: Kencana 2009), p.420

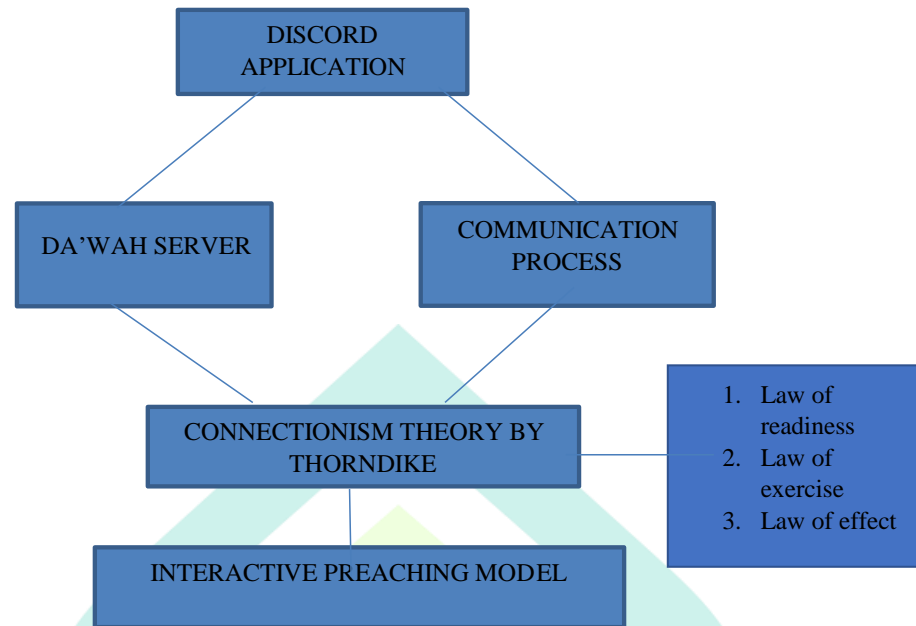


Figure 1.1
Theoretical framework

G. RESEARCH METHODOLOGY

1. Types and Methodology of Research

This research applies an interactive perspective based on the Discord application. Research is used by obtaining information based on qualitative type research. Research methodology uses qualitative descriptive steps where social research obtains descriptive data in the form of words, and images, not numbers²¹ aims to know in depth about a symptom of understanding, facts, and reality that takes place. To understand and identify the meaning of each statement in every server channel.

²¹ Lexy J Moeloeng, Metode Penelitian Kualitatif, (Bandung: Remaja Rosdakarya, 2007), p. 11

2. Data Source

a. Primary Data Source

Primary data is original data and is obtained without going through intermediaries in the form of data.²² Indications of primary data are good for documentation techniques, which can be seen through posters, images, or communication and interaction on the da'wah server on the Discord application.

b. Secondary Data Source

The secondary data source is supporting data in the analyst in a study. Secondary data in the form of journals, books, and other sources related to research studies.

3. Data Retrieval Techniques

a. Observation

A way to obtain data information systematically is through observation. The goal is to pay close attention, record the events that are present, and analyze them carefully between the relationship aspects of the existing events.²³ Another goal is to synchronize data through interviews on facts that occur on discord media.

²² Riza Febriana, "Representasi Pesan Dakwah dalam Bahasa Jawa Piujar di akun Instagram Ulama Komunikasi Penyiaran Islam @Bumijawa_", (Ponorogo :Electronic Theses Uin Ponorogi, 2021), p.11.

²³ Riza Febriana, "Representasi Pesan Dakwah dalam Bahasa Jawa Piujar di akun Instagram Ulama Komunikasi Penyiaran Islam @Bumijawa_", (Ponorogo :Electronic Theses Uin Ponorogi, 2021), p.11.

1) Interview

Interview to explore studies through innovations in application media as research by asking questions in depth both orally and in writing. This study used a purposive sampling method. According to Sugiyono, the purposive sampling method is a method of determining samples with certain considerations. To make the data obtained more reliable by applying special research processes in the field. reliable by applying special research processes in the field. Informant retrieval based on respondents who fit the research²⁴ objectives for several reasons and criteria is the source of data indicated when using "purposive" sampling techniques to determine research informants. And the descriptive method itself is a systematic description with actual, and accurate of research based on the sample in the study.

4. Data Validity

The validity of the data is part of the data testing that researchers will do in qualitative research.²⁵ Qualitative methods are very influential in determining research results. That way several indicators are needed that must be met in an effort to produce valid data. Data techniques can be said to be compatible if they have reached answers at a high saturation point level where the answers obtained are almost equally similar.

²⁴ Sham, Nur. "Paradigms and Theories of Da'wah: A Sociological Perspective", *Syi'ar Scientific Journal*, VoL (XX), no. 1, 2020, p.1-18.

²⁵ Riza Febriana, "Representation of Da'wah Messages in Javanese Pujar on @Bumijawa_ Instagram Account", Bachelor of Islamic Broadcasting Communication, (Ponorogo :Electronic Theses Uin Ponorogo, 2021, p.15.

5. Data Analysis Techniques

Researchers use data analysis to view data on servers and perform member checks on research subjects. The next step is to identify the important statements put forward by the members to capture the meaning contained in the server. There are three steps to get a final conclusion, including:

- a. Data reduction by summarizing important statements and storing important files to support data analysis according to the research focus.
- b. Demonstrate data analysis related to other data outside the server and also provide relevant theories or journals related to the research topic to compare and achieve in-depth statements.
- c. Make conclusions by observing data to describe the meaning of data analysis, analysis when collecting data, data reduction, data presentation, and data conclusion.²⁶

H. SYSTEMATICS OF DISCUSSION

The systematics section contained in the discussion in the preparation of this thesis includes pages, titles, endorsement pages, content lists, and continued with four chapters which become sub-chapters.

CHAPTER I INTRODUCTION

This chapter covers the outline of the study. There is a research background, problem formulation, problem limitations, research objectives,

²⁶ Rijali, Ahmad. "Qualitative Data Analysis", *Alhadharah: Journal of Da'wah*, Vol (XVII), No. 33, p. 81–95." (2019).

research benefits, relevant research methods, and systematic discussion are the contents of this chapter.

CHAPTER II THEORETICAL FOUNDATIONS

Chapter II has a theoretical basis in which there is a representation of the understanding of da'wah, new media, social media, discord, and interactive da'wah communication analysis.

CHAPTER III DATA EXPOSURE

In the presentation of the data in chapter III, there is a discussion about the profile and history of the new media Discord and there is data in which description of the object research, namely the channel or islamic server in the Discord application.

CHAPTER IV DATA ANALYSIS

In this chapter there are techniques from the analysis that use Connectionism theory by Thorndike combining all the dimensions of law of effect, law of exercise, law of readiness, and social context that interactive communication analysis that is related in it.

CHAPTER V CONCLUDING

The last chapter of the research results includes conclusions and suggestions, as evidence that the author conducted the research optimally.

CHAPTER V

CONCLUSION

A. Conclusion

The interactive communication points established on the Islamic preaching server in the Discord Application are key to success in individual learning. The interaction between group members allows for a direct exchange of ideas, understandings and experiences. Through active discussions, individuals can ask questions, express views, and share insights

with fellow group members. This creates a dynamic learning environment and triggers reflection and critical thinking. In this study, researcher has explored the role of interactive Islamic preaching communication in the Discord Application, focusing on the use of Islamic servers as a medium for learning and social interaction. Through the analysis of the researcher's observational data and literature review, the researcher has identified some important findings that illustrate the positive impact of using Discord in the context of Islamic preaching. With the evolution of Discord from a gaming platform to an inclusive platform for learning about Islam, as well as the role of interactive communication and community support in Islamic servers.

The legal aspect of Thorndike's effects can be seen through the feedback provided by the community and preacher. Members who actively participate in discussions receive support and recognition, which encourages positive behavior and strengthens their commitment to religious learning.

This positive feedback plays an important role in reinforcing the desired response and behavior, in accordance with the principle of Thorndike's law of effect. The law of practice in Thorndike's theory of connectionism is also reflected in the routine activities carried out by server members. Repetition and practice in discussions, Q&As, and religious studies on Discord help to reinforce members knowledge and skills. This process shows that the more often an activity is performed, the stronger the mental connections and understanding formed, supporting the effectiveness of the interactive da'wah model on this digital platform. Legal aspect of readiness is seen in the mental and emotional readiness of members to receive and internalize religious information. Discord provides a conducive environment with various features that facilitate access and active participation, so members feel more prepared and motivated to learn. This readiness increases the effectiveness of islamic communication and member's understanding of Islamic teachings.

In addition, there is interactive communication can increase collaboration between individuals in carrying out learning activities between preacher to members or between member to member. There are interactive discussion studies or group discussions, Islamic preacher teach members on Discord, group members can complement each other's understanding, enrich interpretations, and seek solutions to questions or problems that arise. This not only enhances individual understanding, but also strengthens the sense of solidarity and togetherness in seeking knowledge of Islamic knowledge. Individuals can gain support and motivation from fellow group members. The

support created within the group provides additional motivation for individuals to continue learning and developing in spiritual aspects. By making good use of media such as on the Islamic server on the Discord application, server members can experience a more thorough and meaningful learning. They not only gain new knowledge, but also develop critical thinking, collaboration and empathy skills. This creates a strong foundation for spiritual growth and deep religious understanding, as well as strengthening social bonds within the Discord user community.

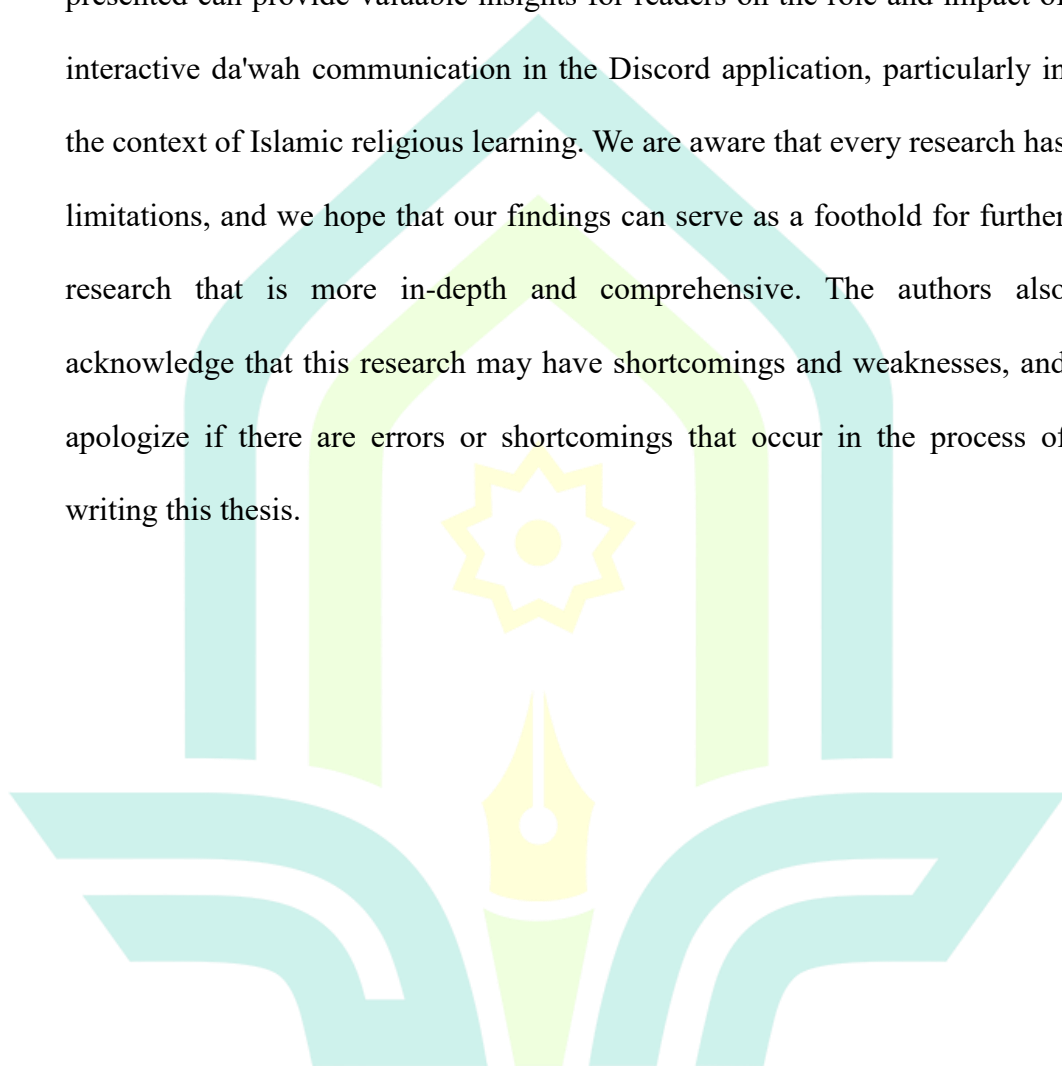
B. Recommendation

Criticism and feedback from readers are greatly appreciated to help us become better researchers in the future. The authors welcome with open arms any constructive criticism to improve our research methodology, analyze the data more carefully, and present the findings more clearly and in detail. The criticism provided can be a motivation for us to continue learning and developing in the world of research.

Suggestions from readers are also needed by the author to improve the quality of the research and its benefits for readers. These suggestions can be in the form of recommendations for more innovative research approaches, the use of more appropriate methodologies, or deepening the analysis of the findings. With input and suggestions from readers, we believe our research can make a more significant contribution to the development of science.

It is hoped that this research will not only be an academic work, but can also be useful for the wider community, especially for those interested in the

study of da'wah communication and the use of social media in religious contexts. Thus, we hope that our findings can be applied in the practice of da'wah and Islamic religious learning more effectively and beneficially for the community. In closing this study, we hope that the findings we have presented can provide valuable insights for readers on the role and impact of interactive da'wah communication in the Discord application, particularly in the context of Islamic religious learning. We are aware that every research has limitations, and we hope that our findings can serve as a foothold for further research that is more in-depth and comprehensive. The authors also acknowledge that this research may have shortcomings and weaknesses, and apologize if there are errors or shortcomings that occur in the process of writing this thesis.



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