

The Role of Islamic Art in Da'wah Communication Management: A Case Study in Karema Village, Mamuju City

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Study This use method qualitative descriptive with approach studies field . Data sources used in research This are primary data and secondary data . Primary data is taken from community , religious leaders and actors art local and secondary data taken from books , articles as well as search existing references its relevance with research . The method data collection used that is observation , interviews , and documentation . Data management techniques as well as analysis data is done with three stages namely data reduction , data presentation , and withdrawal conclusion .

Research result This is development Islamic art in Karema Village has progress , already Lots group Islamic art that was formed like group art Friday Qasidah Blessing Khumairah , group art qasidah Marmatunnajah , group art Al-Ikhlas qasidah , group art Qasidah Babul Jannah , group art Galung-Galung Karema qasidah , group art Qasidah Al-Ikhlas Diponegoro . For group art marawis there are two groups that is group art MTsn 1 Mamuju and MAN 1 Mamuju . Meanwhile For Islamic singer every group art own One or two singers . The role of Islamic art as preaching is also running with good , lots benefits obtained Muslims , including . Making public like listen blessings add faith , Islamic art can tighten connection fellow Muslim in an event, Islamic art can also calm heart and listener can more remembering Allah Subhana Wata'ala , makes many people like it Shalawat and Islamic art are accepted by society.

INTRODUCTION

Islam must disseminated Because that's it truth , and is not quite enough answer all over Muslims to spread truth this . Appropriate his mission as " Rahmatan " Lil'Alamin " , for invite others to think and adhere to that the existence of Islam is not A threat for its existence , but rather bring world peace and tranquility . Islam must given attractive face so that that That Can Introduction about life they , happiness in life this , and life after death .

Da'wah is obligation for all over Muslims . As there is in the Qur'an and As-Sunnah of the Prophet Rasulullah SAW, mission preaching is revive Islam and convey Islam to society . Allah SWT admits spread preaching and us only call upon Allah SWT with full knowledge and belief .

Media is one of the element most important in activity Da'wah . Own media originate from Latin words medius which means intermediary , intermediary or introduction . In Arabic , the current media This interpreted as intermediary or transmitter message from sender to recipient message . Media can it is said as tool or intermediary delivery message from One communicator communicator others . While the media of da'wah or what can called with means is tools used For convey material preaching in accordance with situations and conditions honey .

Art is part from culture and facilities expression of aesthetic feeling through various art . There are many different arts like visual arts , dance, art performances, literature , and music . Cannot denied that development art music in the homeland marked with presence various genres of music . Music often made one of media features for convey message in a way meaningful through Songs are a universal and effective medium For convey ideas, messages and expressions creator to listener through lyrics .

Presence art religion in the world of music it turns out is A old phenomenon in preaching . Religious art now No only used as entertainment but also as means delivery preaching with objective remind

somebody with convey treatise faith in a way No direct through text . Religious songs For expedite reception message preaching .

There is a number of type group qasidah and marawis in the city Mamuju , group qasidah usually consisting of from group assembly religious study whereas For group marawis consisting of children young . In the 90s down art Islamic music or music religion and qasidah used For entertain the guests wedding However only a handful of people who present it , this follow the bride 's request For group the music they rent Because other music such as dangdut, pop and others more Lots in demand . Music art this Islamic song use equipment modern music so seldom There is tambourines and jingles or seldom There is group qasidah , they chant blessings to prophet . However only limited to entertainment For visitor just music religion and art qasidah Not yet utilized For means delivery preaching .

At the beginning 2000s music religion has developing , the lyrics No use Arabic only but use Indonesian language that makes the guests invitation more understand meaning and preaching in it . However request For music religion This still lost with pop music , dangdut and others , while For qasidah seldom used for wedding events . It was at this time art music marawis appear For add weddings and special events others , however only only a handful of people use it art marawis This .

In the 2010s, it started lots of people are interested music religion and music marawis . Choice song For music even religious more diverse , there are part circles that only want to give Islamic nuances for their event viewing . Musical arts Qasidah is also popular However only For fill certain events just .

A number of group assembly taklim in Karema sub-district , city Mamuju using qasidah media , with chanting song they entertain , preach and invite people to pray . They arrange timetable For learn tool music qasidah , for example tambourines , rattles and so on . They usually present qasidah for religious events and sometimes also participate participate in race qasidah .

Other Islamic arts is marawis , there is a number of the group that formed group music marawis , even There is agency school country too provide marawis program For their students . They usually invited For complement events such as weddings , religious events , events from officials local and competition marawis that they Can participate .

RESULTS AND DISCUSSION

After conducting this research, there are several main findings, with the main problems to be answered at the beginning of the research. The strategic planning implemented by KOMIDA has several main stages, starting from market analysis, product needs analysis, socialization and education, and distribution of capital sources. Cooperative service products are considered financial services that are rarely glanced at and have competitiveness that is not comparable to bank financial service products. Regarding product implementation, cooperative service products have a significant impact with broader inclusiveness compared to bank financial institutions, which are difficult for most customers or prospective customers to access. Some of the impacts felt are increased financial capacity, economic independence, access to capital resources, and gradual improvement in welfare. Credit union focuses on empowerment so that there are stages that can increase the potential for success and effectiveness of capital distributed to the community or customers.

Evaluation of cooperative service product marketing strategies is measured based on the benefits that the product can provide. In addition to benefits, the effectiveness of service products is also measured based on the returns received; this is crucial because excessive returns on loan capital can be the origin of losses and a decrease in the cooperative's ability to provide loans or business capital to customers. Strategy evaluation involves the process of controlling and collecting loan installments, as well as evaluating the customer's ability to be given capital again. If customers do not manage the capital provided effectively, this can burden them financially. Meanwhile, when talking about factors that can influence service product marketing strategies, they consist of internal factors, namely the quality of human resources, products, and services, management and governance, and the availability of information technology. External factors are customer and member characteristics, competition from other financial institutions, socio-economic conditions of the environment, and government regulations and policies. Other factors can be in the form of community trust and culture, and the most important thing is the composition of the marketing strategy itself.

Planning Financial Product Marketing Strategy

Product service marketing strategy planning is crucial to increasing a financial product's potential success. Effective marketing strategy planning aims to increase the number of customers; the primary focus of financial strategy planning is customer satisfaction. Research by (Riono, 2020) explains that effective marketing strategy planning goes through several stages: conducting market segmentation, determining target markets, determining market positions, determining market penetration strategies, and developing marketing mixes. Different planning, explained in research by (Andreyestha et al., 2023), planning in its perspective requires a study first, so that, to create an effective marketing strategy, a study is first conducted to understand customers and customer needs. Furthermore, credit union must utilize data for marketing decisions, such as determining target markets and developing appropriate products and services. Optimizing the credit granting process and increasing public visibility and knowledge is important to ensure that marketing strategies can function effectively.

Good strategic planning is explained in research by (Alam et.al, 2024) is planning that focuses on improving financial literacy of cooperative members, encouraging positive financial behavior, leading to the development of supportive internal policies, maximizing access to finance and non-financial services, and utilizing data for evaluation and continuous improvement. Meanwhile, in research by (Benazir, 2025), effective financial strategy planning must include several aspects such as including increasing public education and awareness, facilitating access and membership processes, implementing entrepreneurial training and mentoring programs, providing flexible financial products and services, maximizing technology for digital marketing and through social media, utilizing data from monitoring and evaluation of sustainable financing, and building strategic partnerships with the government. Some of these are forms of marketing strategy plans carried out by KOMIDA. The steps taken reflect the effectiveness of the marketing process and implementation, especially for service products, as credit union are non-bank financial institutions that are rarely or still difficult for the community to see.

Financial Product Implementation on Costumer Economic Enhancement

The focus of credit union is different from that of banking financial institutions in general; credit union focus more on distributing service products with an economic approach to overcoming poverty, especially among low-income communities. Research by (Basri et al., 2021) explains the implementation of service products carried out by KOMIDA, namely providing financing services for business capital and daily needs, helping to increase member income through coaching and mentoring programs, forming member groups to be mentored, and identifying obstacles to access to capital and competition that can reduce member performance. Meanwhile, research by (Rahmawati et al., 2022) explains that the implementation of service products carried out by KOMIDA starts from providing various financing services in general financing, micro-businesses, and other financing. KOMIDA also implements the Grameen Bank system, which requires borrowers to have a group they want to empower and build a form of business to develop the capital provided. Member mentoring and coaching also focus on Islamic values so that KOMIDA's ethics and work practices are transparent and mutually beneficial to customers and members.

Implementing KOMIDA service products provides several conveniences to customers; some of the conveniences discussed in the study by (Junaedi et al., 2023) include increasing purchasing decisions created from effective promotions and good service quality simultaneously. Exemplary service product implementation also provides easily obtainable product information. Customers also get capital loans with affordable installments and attractive prizes, the most important of which is good service by paying attention to friendliness, speed, accuracy, product quality, ease of payment, and good employee response. Effective product implementation also provides satisfaction and creates customer loyalty, and the product's benefits are felt. Some of the impacts of the implementation of KOMIDA service products on improving the customer's economy are explained in the study by (Zaki, 2023). Implementing KOMIDA products, in addition to increasing customer productivity, also helps customers be more disciplined in using funds, helps customers deal with administrative constraints, and, in a structured manner, prevents customers from going over budget. Implementing KOMIDA service products has even allowed customers to build livable houses and educate them about the importance of maintaining health and environmental stability.

Da'wah

Moh. Ali Aziz (2019) relates definition preaching from the experts with a number of phenomenon preaching , interpretation preaching from corner language , along with increasing the meaning of the concept preaching , then may mentioned that preaching is a process of expansion faith in self man in harmony Islamic law . The “process” of giving rise to activity Keep going continuous , ongoing and gradual . Improvement is change positive weight : from bad become Good or from Good become more good . Improvement faith revealed in progress understanding , awareness and action .

Samsul Munir Amir (2022) also said is preaching is movements carried out in a way aware For disclose Islamic religious advice with use steps specific to others so that accepted and implemented with Good in individual and community environment social so that reach happiness in this world and the hereafter .

Lots paragraph in Al-Qur'an And hadith from Prophet Muhammad May Allah bless him ' Alaihi Peace be upon you Which talk about about spread religion Islam. A number of paragraph the clear say that spread Islam is obligation are surah *an-Nahl* (16) verse 125 and surah *Ali Imraan* (3) verse 104, which are quoted from the Qur'an and its translation Edition Improvement (2019).

1) QS. *an-Nahl* (16): 125:

إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْذِبِينَ
بِالَّتِي هِيَ أَحْسَنُ God willing, God willing, God willing, God willing, God willing, God willing

Translation :

“ Call (people) to road Your God with wisdom and good teaching as well as debate they with a better way Good . Indeed, your Lord knows best who is lost from His way and He (also) knows best who gets it instruction .”

2) QS. *Ali Imraan* (3): 104:

وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ وَأُولَئِكَ هُمُ الْمُفْلِحُونَ

Translation :

“ It should be there is between You a group of people who call to virtue , ordering (doing) what is virtuous , and preventing from the wrong . They Those are the lucky people .”

Verses in on in a way clear order We For do preaching Islam. Moh. Ali Aziz (2019) said that order the given in form order direct And Also reprimand for Who just Which leave task preaching . Say order (verb amr) there is in surah *An-Nahl* (16) paragraph 125 with say " shout " (دأ) whereas in surah *Ali Imraan* (3) paragraph 104, his orders sounds "And should There is in between You a group person Which call out ...” (ولتكن) . The first command more firm than the second command . Command First face subject the law that is present , whereas subject law in the second command No present (*in absentia*) . In addition , the message from order First more clear , namely " preach " , whereas message from the second just “ Should There is a group of people who preach .”

Da'wah Through Art

Muhammad Abu Al-Fath Al- Bayanuni (2021) Says that the media preaching covers all matter , Good Which nature inner (moral) and physique , Which used by a preacher For apply ways in preaching . Somebody Which want to reach the goal Certain need media or tool Which support it . Allah Almighty has explain connection between because And results , as well as order For use means Which can help reach objective the . Allah Subhanahu God said , “O you who believe , be pious to Allah and seek the path (*wasilah*) that brings things closer self to Him.” (Al – Maa ' idah : 35)

Muhammad Abu Al-Fath Al- Bayanuni (2021) also mentioned that the media of da'wah grouped into two parts base :

1) Media/ means that are of a nature meaningful (moral)

The intended meaningful (moral) means is all that helps somebody preacher in his preaching , which is in the form of case heart or thoughts . Such as : nature praiseworthy , moral noble , thoughts , planning and so on which are not Can touched , but Can recognized from its influence .

2) Media/ material means

Means or media Which nature material is all something Which help a preacher , Good in the form of matter Which Can touched and sensed , like words , movement , tool , And action .

Qasidah Art

Fida' Abdilah And Joshua Burhanuddin (2021) explain that in Language , qasida called as poetry . Qasidah originate from literature Arab And own characteristic praise Which relate with religion, usually read or sung . According to for expert knowledge manners or writer , qasida convey main meaning talks with mention beloved , describe how heavy And the difficulty feel abandoned beloved , as well as tell cleanliness And sacrifice in love . Beloved in matter This is the Most Gracious , namely Allah Subhanahu Wata 'Ala. The type of language most shaped Arabic .

Marawis Art

Muftisany (2021) explains that marawis is combination art from East Middle And Betawi Which very colored religious . Matter This seen from various lyrics song Which sung , like expression blessings Which show Love to Prophet Muhammad SAW, as well as praise And expression flavor accept love to Lord Which Maha Creator .

More to be clear according to Syarif Yahya (2023) marawis is accompaniment music originate from the Middle East, especially Yemen. Originating from the word *marwas* , the name of one of the tool music in it . Accompaniment music This typical with applause fast on *marwas* carried out by several players who produce voice unique . Besides being entertainment , accompaniment music This is also a medium for preaching , and the songs that are sung usually is Islamic *prayers* and songs . Normally performed at a celebration event family , such as weddings , circumcisions , and the Prophet's birthday. In Indonesia, the accompaniment music This adopted become art Betawi society .

Islamic Song Art

[Indriya R. Dani](#) and [Indri Guli \(2010\) said that](#) music Islam religious can interpreted as voice in lyrics And tone Which own message preaching . If sent through show direct or media like radio, television , or iPod , so listener will feel more near with Allah Almighty, Lord Which One, or pushed For pondering , so that arise feeling or emotion certain in in self they .

[Commission Team Arts and Culture Development The Indonesian Ulema Council \(2021\) said that](#) with through work art music And song Islamic , expected No only just give entertainment or as something Which make person No do work main , but Also capable become trigger Spirit For do Good . For example like invite For repair And prosper earth with No employ in a way excessive , love family , love knowledge And Keep going Study , as well as various matter other . This is part from mission Islam true , that is spread kindness And become example as well as inspiration for public around . The goal is create balance And increase quality life man .

RESEARCH METHODS

Type of research used in study This namely study field research . This method done with jump direct to field , involved with public local . Involved with participants or public means participate feel what they feel and also get a clearer picture *comprehensive* about situation local . Required own knowledge about conditions , situations and turmoil life participants and the community being studied . (JR Raco 2010)

Approach research used in study This namely approach qualitative approach This useful For understand phenomenon social or behavior man from corner in -depth and complex perspective . Research qualitative focus For get understanding deep about context , meaning and experience the subject under study . (Rusdin Tahir 2024)

Data collection techniques used in study This namely as following .

a. Observation method

Observation is part in data collection . Observation means collect direct data from field . In tradition qualitative , data is not will obtained behind table , but must jump to field , to neighbors , to organization , to community . Observed data can in the form of description about attitude , behavior , behavior , actions , overall interaction between humans . Observational data can also be in the form of interaction in something organization or members ' experiences in organize . (JR Raco 2010)

Observed data in study This is activity group art moment stage a play skill they . Usually they stage a play art at various events such as weddings , religious events , procurement competitions , and others . In research will be explained about appearance they moment display , content and messages poetry they , appearance fashion they as well as enthusiasm the people who witnessed appearance they .

b. Interview method

The interview was conducted For get information , which is not can obtained through observation or questionnaire. This due to researchers No can observe entirely . Not all data can be obtained with observation . Therefore That researchers must submit question to participants . Very important questions For catch perception , thoughts , opinions , feelings of people about something symptoms , events , facts or reality . With submit question researchers enter in natural think of others, get what 's there in thought them and understand what they think . Because people's perceptions , feelings , thoughts are very important , they can understood and can made explicit and analyzed in a way scientific . (JR Raco 2010)

Interview done with interview a number of relevant parties with study this . Interview the there is a number of question for each informant research . Informant study This amount to three thirteen (13) people with party member group art amount to six (6) people, parties figure public totaling two (2) people, then public totaling five (5) people.

c. Documentation

Document is gathering or amount significant from material written or film (different from notes), in the form of data that will be written , viewed , saved and scrolled in research , which is not prepared Because existence request a detailed and comprehensive research all research data requirements . Document terms referring to the material like photos , videos, films, memos, letters , notes daily , notes case clinical and memorabilia. (Albi Anggito and Johan Setiawan 2018)

Research documentation This No only load document in the form of photos , notes and so on but there are also profile from location to be researched . This matter important to get efficient data .

Data Analysis Techniques

Qualitative methods nature inductive that is start from facts , reality , symptoms problems encountered through something observation special . Other properties of method This is holistic . Researchers who use method This wish For understand something symptom in a way comprehensive , including describe and interpret environment social man or organization external factors that influence . Data analysis here means arrange in a way systematic material results interviews and observations , interpreting them and producing something thoughts , opinions , theories or new ideas . In research This analysis is used through series three activity main namely :

a. Data Reduction

Data obtained from field the amount Enough many , so that need noted in a way thorough and detailed . Such as has put forward previously , the longer the researcher to field , then amount of data obtained will the more numerous , complex , and complicated . For That need quick done data analysis through reduction data. Reducing data means summarize , select the main things , focusing on the important things , and searching for themes and patterns . With thus the data that has been reduced will give a clearer picture clear , and makes things easier researchers For do further data collection , and searching for it if required . Data reduction can be assisted with equipment , such as computers , notebooks, and so on . ([Umrati and Hengki Wijaya 2020](#))

b. Data Presentation

Data presentation is directed so that the resulting data reduction organized , structured in pattern relationship , so that increasingly easy understood and planned Work study next. On step This researchers try compile the data that relevant so that become information that can concluded and have meaning certain . The process can done with method display data, create connection between phenomenon For interpret what is the truth happened and what is needed followed up For reach objective research . (Zuchri Abdussamad 2021)

c. Conclusion Drawing

Withdrawal conclusion is results analysis that can used For take action. Conclusion in study Possible can answer formulation formulated problems since early , but also possible no . Problems and formulations problem in study qualitative Still nature while and will develop after researchers are in the field . ([M. Askari Zakariah](#) , [Vivi Afriani](#) , and [M. Zakariah 2020](#))

RESULTS AND DISCUSSION

The Development of Islamic Art as a Medium of Da'wah in Karema Village

Based on results observations that have been done so can obtained information that development Islamic art as a medium of communication Da'wah in Karema Village is growing progress . Many groups art that has been formed , from interview they say has get support from government in the form of tool music , fashion unity , help building and they were also invited moment there are events. Not only from government the community also presents group Islamic art for their event such as weddings , circumcisions and so on .

Regarding culture public the tribe that became the majority in Mamuju City is the Mandar tribe , most of whom from they is adherents of Islam from interview public Karema Village . So of course just There is mixed cultures for example moment wedding Mandar customs have something called *Kalindaqdaq* which is Mandar poetry which aims For seduce women , struggle , satire or motivation . Mandar poetry has theme like *kalindaqdaq pangino* (humor) , *kalindaqdaq paella* (satire) , and of course just There is *kalindaqdaq masala* (religion) which is poetry about Islamic values . (Id.m.wikipedia.org)

In Mandar culture there is also something in the form of *mappatammaq* Where is the Quran ? culture the implemented because success a child in reciting the Koran, culture There is also a *Sayyang* event *pattu'duq* Where children who have completing the Qur'an will climb horse Then paraded through the streets . The child was also made up , the child man will use Hajj clothing or Arab clothing while when That child Woman so wearing traditional Mandar clothes called *pokko* clothes . (Id.m.wikipedia.org)

Besides that There is a number of Islamic art found in Karema Village , namely :

Qasidah

Karema Village is located a number of group assembly taklim which is comprised of women , groups This usually also set up group qasidah . They Can get help tool music qasidah and clothing they are also from government . Musical instruments they is rebana , hadrah and kerincing as well as tools more music modern . The art of qasidah is The oldest Islamic art in Karema Village , its emergence in the 1960s brought matter new for Muslim in the year the .

In the 1960s there were also art conventional which becomes pleasure Lots public precede development qasidah . This matter caused by Because tool its ancient art and poetry cause lack of interest society . Only a few circles from public only those who like art qasidah .

In 1975 on appear group qasidah namely Nasida Ria who introduced more qasidah modern with tool the same art used by art conventional and poetry that can more accepted by many public with use Indonesian , no Again Arabic Group art the become popular , some people have cassette and play song qasidah they .

In the years next Lots the community that makes group art qasidah they alone , even There is group Study qasidah that uses tool traditional art qasidah which is considered retarded . Children even school interested For Study play qasidah .

Many people present art qasidah at their events , especially events organized by the government like competition Al-Qur'an recitations which also include competitions qasidah and official events others . Then group art Qasidah also attends events held by the community such as Maulid events , weddings , circumcisions and complete the Al-Quran. However No as much as like 2000 to lower . Personnel qasidah please For become player qasidah to have Lots friendship or own connection more social wide . Personnel qasidah also pleased For become player qasidah so that it can united with friends in something other activities of activity work home and work outside ,

Internal constraints carry out art qasidah No far away from time free time member from group That Alone result in lack of member For appear . Obstacles in carry out art Qasidah is also available internal problems that sometimes There is disputes and schedules exercises that are not Can optimized .

Based on results observation regarding development art Qasidah in Karema Subdistrict , holding a Qasidah event still minimal, only days certain just held appearance qasidah . Problem This Still happen from time to time.

Marawis

Tools that personnel marawis use is part big is tools traditional like marwas (small drum) , hajir (large drum) , dumbuk batu, darbuka, cymbals and tambourine . Then from fashion they use clothes conspicuous Muslim like sturdy clothes (usually colored red , yellow , and orange) and pants cloth (usually colored black).

The art of marawis in Karema Village was formed at MTsn 1 Mamuju which is activity extracurricular activities in 2016. School This give birth to Lots personnel marawis which then if they graduated, they can teach marawis or make group marawis alone . Even There is One group art those who were invited to one of the conventional TV stations For attend their event which is a competition event .

Group marawis MTsn 1 Mamuju often invited to various school events such as performing arts events in various schools in the city Mamuju and wedding events . Personnel marawis also often get invitation For appearing at events organized by the government , as well as events organized by the community such as Maulid events , weddings , circumcisions as well as recitation of the Koran. They also get bonuses or wage funds .

Personnel Mawaris from MTsn 1 Mamuju also participated activity marawis for art marawis can more known by the public , for constraints , personnel marawis MTsn 1 Mamuju own constraint or challenge alone that is sometimes other personnel do not focus moment exercise .

Based on results observation constraints faced in development art marawis is lack of procurement of events featuring art marawis . Only days certain just held art marawis and its minimal attention from government .

Islamic Songs

The art of song or singing is mixed arts with various type other arts including art qasidah and marawis . However, what is being studied this time is Islamic songs that only own One or two personnel just that is singer and player tool music *electone keyboard* . Or with one singer with followed many people but No use tool music The same once the usual called blessings .

Karema Village in the 1980s tools *electone keyboard* still Not yet there is , there is only a band that has Lots personnel music that plays tool music they are each like guitar , drums, bass, piano, flute and so on . At the time That art music conventional still popular although There is a dangdut band Rhoma Irama and Soneta The group that brought themed songs Islamic music . Their songs only popular moment Ramadan month . Clothing from groups music this is also not reflect Islam, even There is from those who wear far away clothes from polite .

When 2000s *electone keyboard* Already enter the area Karema Village , makes group music Can only with there were only two people . But at the beginning 2000s development art song Islamic music still No There is development anything . Music song conventional Still lead and only only during the month of Ramadan Lots songs Islamic -themed shows were played in 2015 . art song Islamic music is growing proceed .

When formed in 2015 group music Sabyan which has three personnel , echoing songs Islamic themed . This influences the community in Karema Village , many society that rotates songs from they No music conventional like regular and music bands in Mamuju City also sing Islamic songs . Not only from group music Sabyan Lots group music and singers others who popularized Islamic songs . Like singer Novi Ayla with the song is entitled " Love Me Because of Allah".

Music bands in the city Mamuju This appear at a wedding Karema Village , they requested For sing Islamic songs and requested For use more clothes polite or more closed . Even many people wear gamis clothes with a hijab. Then There is various group the community holding the existing recitation event session sing his prayers .

When 2020s development art Islamic songs experience decline Again Where only moment month Ramadhan many Islamic songs played by the public . Even at weddings Already reduce Again request For sing Islamic songs . However For fashion , they still use clothes polite and those who wear the hijab still wearing a hijab.

The Role of Islamic Art as a Media for Da'wah in Karema Village

According to Nawari Ismail (2022) Islamic art is not let go from element preaching , aspects intrinsic Islamic art is art that can guide man to be (more) pious to Allah, adding knowledge , growing develop virtues and traits sublime other .

Based on observation implementation preaching with art media still Not yet popular in Karema Village , but Islamic art such as Qasidah , marawis and Islamic songs are still still there are and are interested Lots although Not yet utilized completely .

Based on interview utilization art as preaching in Karema Village has not yet implemented in a way full Because although Already Lots group Islamic art was formed However activity or events from government still not enough .

Following discussion about role art Islamic as a communication medium preaching in Karema Village .

Qasidah

The art of qasidah is something new and interesting sympathy Lots people since its appearance in Karema Village , due to da'wah , remembering Allah and His Messenger is not always spoken just but also can accompanied music that is indeed things that people like . This is is breakthrough new in convey messages more preaching interesting and more liked by the public . However , nowadays qasidah No so popular again , only a number of circles only those who still enjoy art the .

Poems from art qasidah is messages preaching in the form of praise to Allah and His Messenger. Title the song being sung art qasidah namely Yaa Umri, Sa'lulinnas , Katabna , Ya Rait and others.

Based on interview art qasidah can tighten connection fellow Muslim in an event, Qasidah art can also calm heart and listener can more remembering Allah Subhana Wata'ala , Made many people like it prayers and art qasidah invite kindness , his poems can invite We remember and praise Allah and His Messenger.

Marawis

Since emergence There are many marawis at MTSn 1 Mamuju in Karema Village child young people who want to study it , marawis the more popular and organized at various events. Marawis own type songs that can The same with qasidah .

Title song marawis for example song Annabi , Busyro Lana, Magadir , Mayjuz , Nawarti Ayyami , Prayer Bissalam , Sholawat Badar, Sufna Yuna, Syufak , Wahdana and so on .

Based on interview art marawis can give role in preaching that is make people Muslim more fond of hear shalawatan , more Lots people Muslim take time time read the Qur'an and increase your taste for follow participate in art marawis .

Islamic Songs

Existence Islamic songs in Karema Village provide strong Islamic nuances , society many are turning Islamic songs at home they although Many people only play it during the month of Ramadan and there are also those who sing it. Islamic songs at weddings . There are also religious study events that place time For sing blessings .

Title the usual song public play and which are found at weddings is Peace , Deen Assalam , Ya Asyiqol Mustafa, Ya Maulana, Love Me for the Sake of Allah, Atouna El Toufoule and others. Meanwhile, at the recitation event only singing song blessings like Shalawat Badar and others.

Based on interview impact existence Islamic songs are more popular motivated For follow Islamic art even children even small please follow participate , art Islamic songs can make people Muslim more remembering Allah and also making somebody more obedient to God.

The Development of Islamic Art as a Communication Medium Da'wah in Karema Village

Islamic art has become part from life society , many from those who follow Islamic art in their events , making Islamic art as culture society . Islamic art has There is since the 1960s encompassed all the generation that still There is Now .

Many people like Islamic art from traditional and modern which become Power pull for child young , make they more like Islamic art . With That Lots groups art that is formed . The party the government too Already give help For group Islamic art .

Community expectations in the future is more Lots Again holding an event that presents Islamic art in order to make Islamic art is developing rapidly . The community too have an opinion that accuse with art media That effective Because can more accepted .

The Role of Islamic Art as a Communication Medium Da'wah in Karema Village

Art has from Formerly become means delivery message , if applied to Islamic realm then delivery even preaching more develop proceed if implemented in a way maximum . Islamic art in Karema Village has develop proceed Because Already Lots formation groups Islamic art .

Implementation art Even Islam Already Lots implemented , making Lots people who like Islamic art and many from those who are happy listen shalawat . However the provision of Islamic arts events is still not enough This make role Islamic art as preaching Not yet implemented as should be . The role of government must more improved Again .

Impact from Islamic art for people Muslim is , art qasidah can tighten connection fellow Muslim in an event, art Qasidah can also calm heart and listener can more remembering Allah Subhana Wata'ala , makes many people like it prayers and art qasidah invite kindness , his poems can invite We remember and praise Allah and His Messenger. For art marawis the impact is , art marawis make people Muslim more fond of hear shalawatan , more Lots people Muslim take time time read the Qur'an and increase your taste for follow participate in art marawis . Meanwhile For Islamic Song Art Impact For people Muslim namely , the people Muslim more motivated For follow Islamic art even children even small please follow participate , art Islamic songs can make people Muslim more remembering Allah and also making somebody more obedient to God.

CONCLUSION

Can be concluded that in study This The Role of Islamic Art as a Communication Medium Da'wah in Karema Village, Mamuju City :

- a. Development Islamic art in Karema Village has progress , many group Islamic art that was formed . Group art the among them group art Friday Qasidah Blessing Khumairah , group art qasidah Marmatunnajah , group art Al-Ikhlas qasidah , group art Babul Jannah qasidah , group art Galung-Galung Karema qasidah , group art Qasidah Al-Ikhlas Diponegoro . For group art marawis there are two groups that is group art MTsn 1 Mamuju and MAN 1 Mamuju . Meanwhile For Islamic singer every group art own One or two singers , with That make development Islamic art has proceed .
- b. Role Islamic art in Karema Village has good . Presence Islamic art making public like listen shalawat , add faith , can tighten connection fellow Muslim in an event, Islamic art can also calm heart and listener can more remembering Allah Subhana Wata'ala , makes many people like it shalawatan , Islamic art invites kindness , his poems can invite We remembering and praising Allah and His Messenger and Islamic art is accepted by society .

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