



Implementation of Islamic Communication Ethics In the program *Da'wah Bil Lisan* on KPI TV UINFAS Bengkulu

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Abstrak

Kata kunci:

*Dakwah Bil
Lisan, Youtube,
Metode Dakwah.*

Penelitian ini bertujuan untuk mengetahui penerapan metode dakwah *bil lisan* di KPI TV UIN FAS Bengkulu, dengan meneliti konten-konten dakwah di akun youtube KPI TV UIN FAS Bengkulu pada tahun 2023-2024 dengan viewer terbanyak. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif dengan jenis analisis konten relasional, yang juga dikenal sebagai analisis jaringan semantik. Hasil penelitian menunjukkan bahwa secara umum metode dakwah yang digunakan oleh *da'i* dalam konten dakwah di YouTube KPI TV UINFAS Bengkulu meliputi enam metode utama, yaitu: *Qaulan Layyinan*, *Qaulan Ma'rufa*, *Qaulan Karima*, *Qaulan Baligha*, *Qaulan Maysura*, dan *Qaulan Sadida*. Metode yang paling sering digunakan adalah *Qaulan Layyinan* dan *Qaulan Ma'rufa*. Hanya saja ada beberapa unsur yang mendominasi, seperti pendekatan lembut dan penggunaan kata-kata baik, dinilai lebih efektif dalam menarik perhatian dan membangun kesadaran audiens. Hal ini menunjukkan bahwa dakwah *bil lisan* melalui KPI TV dilakukan secara santun, adaptif, dan relevan dengan nilai-nilai keislaman.

Abstract

Keywords:

*Da'wah Bil
Lisan, Youtube,
Da'wah Method*

This study aims to determine the application of the oral da'wah method on KPI TV UIN FAS Bengkulu, by examining the da'wah content on the KPI TV UIN FAS Bengkulu YouTube account in 2023-2024 with the most viewers. The approach used in this study is qualitative with a type of



relational content analysis, also known as semantic network analysis. The results of the study show that in general the da'wah methods used by da'i in da'wah content on YouTube KPI TV UINFAS Bengkulu include six main methods, namely: Qaulan Layyinan, Qaulan Ma'rufa, Qaulan Karima, Qaulan Baligha, Qaulan Maysura, and Qaulan Sadida. The most frequently used methods are Qaulan Layyinan and Qaulan Ma'rufa. It's just that there are several elements that dominate, because the gentle approach and the use of good words are considered more effective in attracting attention and building audience awareness. This shows that oral preaching through KPI TV is carried out politely, adaptively, and relevant to Islamic values.

INTODUCTION

Da'wah is an obligation for every Muslim, even in the category of an academic organization. In this obligation, many aspects must be considered regarding the adjustment of the development of the times, one of which is how to maximize the use of new media such as Youtube media.

In the academic world, Youtube is one of the choices in every aspect of its usefulness. Likewise, the spread of da'wah values is supported by one of the Islamic Communication and Broadcasting (KPI) study programs at the Fatmawati Sukarno State Islamic University, Bengkulu.

One of the student organizations that is engaged in the da'wah program by utilizing Youtube media is KPI TV. The selection of KPI TV as the object of research is based on its unique position, namely one of the campus media that focuses on spreading religious messages in an academic context. As part of an Islamic university, KPI TV has a strategic role in developing DBL through media. However, the DBL content on the KPI TV UIN FAS Bengkulu youtube account is tentative (certain times), namely only on Islamic holy days. In the da'wah content, of course there will be many things that can be explored further, one of which is regarding the application of da'wah bil-lisan, so the author needs to conduct an in-depth analysis to see the application of da'wah bil-lisan through KPI TV UINFAS Bengkulu's Youtube media.



METHOD

This research approach uses qualitative research with the type of research using relational content analysis also known as semantic network analysis. This type can be said to go further by exploring the relationship between the concepts that have been identified, which researchers use to analyze the use of the oral da'wah method on da'i in da'wah content that has been broadcast on the KPI TV UIN FAS Bengkulu youtube account.

FINDINGS AND DISCUSSION

Definition of Da'wah

Da'wah in terms of language (etymology) means calling, inviting, inviting, calling, encouraging, or begging. Dakwah in the expanded sense means to goodness, to the invitation of the Prophet and to his teachings. Dakwah is an invitation and a call in order to build an Islamic society based on the truth of the true teachings of Islam. (Faqih, 2009)

According to Ismail R. al-Faruqi and his wife Lois Lam, the essence of Islamic preaching can be described in three words: freedom, rationality, and universalism. These three words are interrelated and support each other (Munzier, 2006).

In Islam, freedom is very important, including freedom of religion. The objective of preaching must truly believe that this truth is the result of their own judgment; they must feel free from threats in the Qoran stated: "There is no compulsion in religion. The truth is clear, whoever wants it, let him speak it and whoever doesn't want it, let him disbelieve. Whoever accepts da'wah, then the lucky one is himself, whoever rejects it, then the one who is wretched is himself. (QS Al-Baqarah 2:256)

Islamic preaching invites people to think, debate, and assess the situation. Except for stupid or jealous people, Islamic preaching should not be responded to harshly. Everyone has the right to think. No one can deny it. Furthermore, what is attempted is assessment. Therefore, the purpose of preaching is to give the object of preaching a reasonable, free, and conscious submission to the preaching material.

Da'wah is an effort to increase religious understanding that changes the outlook on life, inner attitudes and behavior of the people which are not in accordance with Islamic teachings to be in accordance with the guidance of the Shari'ah to obtain happiness in life in this world and the hereafter.



The purpose of da'wah is something that is conveyed by the communicator to the communicant, which contains amar ma'ruf nahi mungkar (calling people to goodness and preventing evil). Something that is conveyed is not only through speech but can also be in the form of writing, and so on that contains amar ma'ruf nahimungkar. All of that is included in the message of da'wah. Basically, the message of da'wah (material) that will be delivered depends on the goal of da'wah that is to be achieved. However, globally it can be said that da'wah material can be classified into three main things, namely: The problem of faith (aqidah), Sharia (Islamic) Issues, Akhlaqul karimah (good character) issues) (Nursakin, 2016).

Da'i use the da'wah method to convey their da'wah material to achieve certain goals by using wisdom and compassion. In the context of da'wah, "da'wah method" is defined as the fastest and most precise way to carry out Islamic da'wah. Therefore, the da'wah method can be defined as a method or technique used in da'wah so that the person being preached to will accept da'wah effectively.

Media of Dakwah

Media means a means that can be used for preaching. According to Wardi Bakhtiar's definition, preaching media is a technology used to spread preaching content in the present era and is very helpful in spreading preaching messages to the general public. Pehainanto (2001)

Da'i can use da'wah content to convey his da'wah, both verbally and in writing. Da'wah media that are still widely used by da'is today include television, radio, newspapers, magazines, books, the internet, mobile phones, and bulletins (Saputra, 2011).



Method of Oral Da'wah

One definition of the term "method" is an approach or route that must be taken to achieve a goal. In language, the word "meta" means "through" and "hodos" means "path, way". This is the origin of the term "method". According to the Big English Dictionary (KBBI), the word "method" comes from the word "way", "method", "system", or "rule". Therefore, a method is a systematic way used to complete a task so that it is achieved according to the goals set. This method is also a systematic way of working that makes it easier to carry out tasks to achieve the goals set (Muhammad, 2008).

However, *da'wah billisan* means the process of da'wah by delivering the da'wah message orally with a strong voice, so that the da'I can instill his message in himself and make the mad'u listen to it. In billisan da'wah, the language of circumstances includes all things related to the condition of the mad'u, both physically and mentally. Preaching with this method means that the da'I pronounces and voices his da'wah message with his tongue so that the mad'u can listen to it. In conclusion, the billisan da'wah method is the way the da'I conveys his da'wah message to the congregation in the form of lectures, discussions (chats), or free discussions in a good way.

Principles of Islamic Communication Ethics in Da'wah

The various methods of oral preaching seen from the perspective of the language of the Qur'an include the following:

1. Qaulan Baligha (words that leave an impression on the soul)

In the Qur'an, the term "qaulanbaligha" is mentioned once in Surah An-Nisa verse 63. The expression is defined as a conversation that is fluent, clear and precise in conveying its meaning. (Aziz, 2014)

Allah SWT says in QS. An-Nisa verse 63 as follows:

Meaning: "Those are people who (indeed) Allah knows what is in their hearts. Therefore turn away from them and give them advice, and speak to them words that will be imprinted on their souls." (QS. An-Nisa: 63).

Baligha means to arrive or fluent, based on its origin. The language used must be captivating and leave a deep impression. Jalaluddin Rahmat said that



there are two types of *qaulanbaligha*. The first occurs when the preacher adjusts his conversation to the characteristics of the audience according to the frame of reference and experience in the field. The second occurs when the preacher touches the brain and heart of the audience simultaneously.

Using effective, targeted, communicative, easy to understand words that get straight to the point without beating around the bush or being long-winded is called *qaulanbaligha*. The style of speech and the message delivered must be in accordance with the intellectual level of the communicant and use language they understand so that communication is successful (Siregar, 2016).

2. *Qaulan Layyinan*

That is, preaching using gentle words. In communication science, preaching using gentle words is a way for a preacher to communicate with his followers to make them feel interested. The context mentioned in the Qur'an in the use of these gentle words is preaching that is done when dealing with rulers.

As was done by the prophets Moses and Harun in preaching to Pharaoh (Q.S Thaha [20]: 43-44).

Meaning: "Then speak to him in gentle words, perhaps he will be aware or afraid." (QS. Thaha: 44).

Qaulan layyina means gentle speech with a pleasant voice, and full of friendliness, so that it can touch the heart. In Tafsir Ibn Kathir it is stated that what is meant by *layyina* are words of sarcasm, not with frank or straightforward words, let alone rude ones.

3. *Qaulan Ma'rufa*

Qaulan ma'rufa means good words, expressions that are appropriate, polite, using sarcasm (which is not rude) and not hurtful or offensive. *Qaulan ma'rufa* also means useful talk and gives rise to goodness (good advice). Namely, speech that is based on the principles of propriety and appropriateness in conveying messages. The word *qaulan ma'rufa* is mentioned by Allah SWT, among others, in QS. An-Nisa verse 5:



وَلَا تُؤْتُوا السُّفَهَاءَ أَمْوَالَكُمُ الَّتِي جَعَلَ اللَّهُ لَكُمْ قِيَمًا وَارْزُقُوهُمْ فِيهَا وَاكْسُوهُمْ
قُولُوا لَهُمْ قَوْلًا مَعْرُوفًا

Meaning: "And do not hand over to people whose minds are not yet perfect, your wealth (those who are in power) which Allah has made the basis of life. Give them shopping and clothes (from the proceeds of the wealth) and speak to them good words." (Q.S. An-Nisa: 5)

4. *Qaulan Maysura*

Qaulan maysura is a word that is spoken in an easy manner. The word kaisūran is a form of isimma'shul (object noun) which comes from the verb yasara-yaisiru-yusran which means easy. Qaulan maysura means words that are easy to accept, light, appropriate, and not convoluted. Da'wah with qaulan maysura means that the message conveyed is simple, easy to understand and can be understood spontaneously without having to think twice (Anisa, 2019).

Qaulan Maysura is mentioned in QS. Al Isra verse 28 namely:

قَوْلًا مِّنْ رَّبِّكَ تَرْجُوهُنَّ لِيُبْدِيَ لَهُنَّ أَزْوَاجَهُنَّ حَقًّا وَلَا يَكُنَّ لَكُم بَاطِلٌ

Meaning: "And if you turn away from them to obtain the mercy from your Lord that you hope for, then say to them appropriate words." (Q.S. Al Isra: 28).

5. *Qaulan Karima*

The word karim linguistically means noble. So what is meant by qaulan karima in this context is a noble word, full of politeness, full of honor, not patronizing and full of appreciation. Usually this qaulan kariman is used when dealing with people who are older in terms of age and more honorable in terms of position. The word qaulan karima in the Qur'an is mentioned in QS. Al Isra verse 23 as follows:



وَقَضَىٰ رَبُّكَ أَلَّا تَعْبُدُوا إِلَّا إِيَّاهُ وَبِالْوَالِدَيْنِ إِحْسَانًا ۚ إِنَّمَا يُبَلِّغُنَّ عَنْكَ
الْكِبَرَ أَحَدُهُمَا أَوْ كِلَاهُمَا فَلَا تَقُلْ لَهُمَا أُفٍّ وَلَا تَنْهَرْهُمَا وَقُلْ لَهُمَا
قَوْلًا كَرِيمًا ﴿٢٣﴾

Meaning: "And your Lord has commanded you not to worship other than Him and to do good to your parents. If one of them or both of them reaches the age of 37 in your care, then never say to either of them the word "ah" and do not shout at both of them, and say to both of them noble words" (Q.S. Al Isra: 23)

Da'wah with qaulan karima targets elderly people, the approach used is with noble, polite, respectful and appreciative words, no need to preach, no need for explosive rhetoric. In the perspective of da'wah, the term qaulan karima is aimed at 38 groups of people who have entered the elderly category.

6. *Qaulan Sadida*

Qaulan sadida means correct speech, utterance or saying, both in terms of substance (material, message content) and wording (grammar). Qaulan sadida can be interpreted as correct, honest, not lying, and straight speech. Choosing the right words (qaulan sadida) for a da'i shows the depth of the da'i's understanding of the reality of da'wah in recognizing the strata of mad'u which are quite diverse in terms of education, language, tradition, and others (Diani, 2019).

The word qaulan sadida is mentioned in the Quran in QS Al-Ahzab verse 70, namely:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ قُولُوا قَوْلًا سَدِيدًا

Meaning: "O you who believe, fear Allah and speak the right words." (QS. Al Ahzab: 70).



KPI TV UIN FAS Bengkulu Youtube Preaching Programs

The preaching programs in TV's YouTube content include:

1. Religious Studies

A short lecture program delivered by ustadz, academics, and community leaders, with certain themes, such as morals, worship, or muamalah. This program is designed to provide brief but meaningful enlightenment for the audience. This Religious Study is expected to provide many lessons and enlightenment that can be taken from short lectures that will leave a mark on the heart.

2. Ramadhan Study

A short program broadcasted in the holy month of Ramadan every afternoon, containing daily advice from religious teachers, academics, and community leaders to carry out fasting with enthusiasm and blessings. The messages conveyed focus on spiritual motivation and guidance for living the day with a positive attitude.

3. Preaching Content

In the da'wah content in the KPI TV UINFAS Bengkulu media program, among others, includes da'wah films, online da'wah lectures, and inspirational stories, this program aims to provide lessons and enlightenment for viewers, especially students and the general public, with interesting da'wah content that is easy to understand and learn.

The results of the study of Dakwah Bil-Lisan Through KPI TV UINFAS Bengkulu, the da'i use different da'wah methods, the da'i methods presented by the Da'i include: *Qaulan Baligha*, *Qaulan Layyinan*, *Qaulan Ma'rufa*, *Qaulan Maysura*, *Qaulankarima*, *Qaulan Sadida*. This da'wah method, the author obtained through a descriptive analysis process. Analysis is breaking down or describing a unit into various smallest units.



After going through this process, the author can describe the preaching method as follows:

1. Da'wah content entitled "Priorities in the Month of Ramadan" by Dr. Aan Supian, M.Ag



Picture 1

From the results of the study on the first da'wah content, it was found that da'i used the Qaulan Layyinan method in conveying the da'wah message. The Qaulan Layyinan approach in Islamic communication refers to delivering messages with gentleness, politeness, and peace, which are stated in the Qur'an, namely Qaulan Layyinan. In the al-Munawir dictionary, the word layyina is the masdar form of the word lana, which means soft, gentle, and gentle and has good morals. Tafsir scholars, such as Sheikh As-Suyuti and Al-Mahalli in Hasyiyah as-Sawi 'ala Tafsir Jalalain, interpret this term as sahlān latifa, which is easy and full of gentleness.

One Islamic communication in its context is known as qaulan layyina which is found in Surah Thaha verse 44:

يَخْشَى ۚ فَقُورٌ لَّاهِقُونَ لَا يَنْبَأُ الْعَالَمِينَ تَذَكَّرُ أَوْ

Meaning: Speak to him (Pharaoh) both of you in gentle words, perhaps he will be aware or afraid (Qs. Thaha: 44)

In the researcher's analysis, the preacher applies the Qaulan Layyinan Method in real terms in delivering his preaching through soft speech and



calm delivery, so that the message delivered is easily accepted and felt by the mad'u or audience. This attitude creates an attraction, where every sentence delivered is able to arouse the audience's attention and interest in the message delivered. For example, in one of the quotes of the preaching message analyzed, the preacher said:

“My respected brother, as an obligation, it certainly also has extraordinary value and benefits. Fasting as one of the religious laws that is part of or one of the pillars of Islam that we must do. In addition to the other pillars of Islam, fasting certainly contains one meaning that we must try to restrain ourselves. So, according to the law, fasting is to refrain from eating, drinking, and having sex, which is accompanied by the intention from dawn to sunset.”

In this quote, the words of the preacher have the characteristics of the Qaulan Layyinan Method in addition to being gentle, this statement is also full of meaning, relevance, and filled with an emphasis on the values of calming worship. The message about fasting is conveyed in simple, clear, and gentle language, which shows the good morals of the preacher.

In addition, the author notes that the way the preacher speaks, the intonation of his voice, facial expressions, and body movements show sincerity and calmness that arouse the feelings of the audience. For example, the preacher does not raise his voice, his facial expression remains soft and calm, and his body movements are controlled, all of which show a humble and respectful attitude towards the audience. This approach is very important in the context of preaching because it can touch the hearts of the audience more effectively, encouraging them to listen and reflect on the message delivered without feeling lectured or criticized.



2. Da'wah content entitled "Health and Sickness in the Bidayatul Hidayah Book" by Dr. Rahmat Ramdhani, M.Si



Picture 2

The second da'wah content, from the analysis that the author obtained, the da'i used the Qaulan Ma'rufa da'wah method. Ma'rufa is identical to the word urf or culture. According to M. Quraish Shihab, ma'ruf in language means good and accepted by the values that apply in society. Qaulan ma'rufa means words that are in accordance with the norms and values that apply in society. In addition, qaulan ma'rufa also means words that are appropriate to a person's background and status, using sarcasm (not rude), and not hurtful or offensive as well as useful conversations and giving rise to goodness (maslahat).

The following is a verse in the Qur'an that explains Qaulan Ma'rufa:

وَأَتُوا النِّسَاءَ صَدُقَاتِهِنَّ نِحْلَةً فَإِنْ طِبَّنَ لَكُمْ عَنْ شَيْءٍ مِّنْهُ نَفْسًا فَكُلُوهُ
هَٰذَا مَرِيَّةٌ

Meaning: Do not hand over your wealth (those who are in power) to people who are not yet perfect in your understanding, which Allah has made the basis of your life. Give them shopping and clothes from (the proceeds of wealth) and speak to them good words. (QS. An-Nisa' 4: Verse 5)



In the da'wah content entitled "Health and Sickness in the Book of Bidayatul Hidayah" by Dr. Rahmat Ramdhani, M.Si, we can see the application of the da'wah method through a polite and careful da'wah method. Dr. Rahmat conveys the message by choosing words that are meaningful, gentle, and do not offend the feelings of his audience, a da'wah practice that is in accordance with the principles of Qaulan Ma'rufa (good words).

In an excerpt of his preaching message, Dr. Rahmat invited the audience to reflect on the creation of humans which consists of physical and spiritual elements. He explained that Allah created humans with perfect bodies and equipped them with spiritual elements, such as the heart. Dr. Rahmat said that the heart is the center of human behavior, if the heart is spiritually healthy, then actions and words will be good. This message is not only conveyed with a soft choice of words but also through subtle satire that is not harsh, so that the listener does not feel attacked or offended.

Phrases such as "Allah created man in the best form" are delivered in a way that respects the listener and encourages them to be more grateful for God's gifts. In this way, Dr. Rahmat not only provides information, but also motivates the listener to deepen and practice the message in their daily lives. This attitude helps create a friendly da'wah atmosphere and brings the relationship between the da'i and his congregation closer. This method is very effective in conveying the da'wah message, because the listener will feel comfortable and more open to receiving the message delivered.

Through this approach, Dr. Rahmat shows how important a positive and loving da'wah method is in da'wah bil lisan. By avoiding harsh words or direct criticism, he successfully attracts the attention of the listener to understand and reflect on the da'wah message without feeling cornered or offended. Overall, Dr. Rahmat Ramdhani's delivery of da'wah in this content not only reflects the principles of da'wah taught in Islam but also shows the importance of good communication skills in conveying religious teachings.



3. Preaching content entitled "Tips for Subduing Lust During the Holy Month of Ramadan" by Dr. H. Rozian Karnedi, M.Ag



Picture 3

In the sixth da'wah content that the author analyzed, the da'i used the Qaulan Maysura da'wah method. Qaulan Maysura means easy speech, namely easy to digest, easy to understand, and comprehended by the mad'u. Another meaning is words that are pleasant or contain things that are joyful and wise - according to the situation and conditions. Da'wah with Qaulan Maysura means that the message conveyed is simple, easy to understand and can be understood spontaneously without having to think twice.

Qaulan Maysura is mentioned in QS. Al Isra verse 28, namely:

يَسْأَلُونَكَ عَنِ الَّذِينَ فُتِنُوا قُلْ فَلْيَسْأَلُوا اللَّهَ عَنِ الَّذِينَ فُتِنُوا ۚ إِنَّ اللَّهَ يُخَيِّرُ لِكُلِّ شَيْءٍ سَبِيلًا ۚ

Meaning: If (unable to help so) you are (forced) to turn away from them to obtain the grace from your Lord that you hope for, speak to them gentle words. (QS. Al Isra verse 28)



In this sermon, Dr. Rozian explains the existence of desires in humans as nature, and how these desires are part of the will regulated by God. Da'i said,

"KPI TV viewers who are blessed by Allah SWT, lust is indeed given to humans by Allah, it is a natural state that cannot be abandoned, lust is a will, a desire, a will and that is indeed the case, if there was no lust we would not be able to meet in this broadcast, we would not live like this. Lust is the driving force of our lives, so I convey to the viewers that there is also wisdom in humans inhabiting this earth. If the ones inhabiting this earth were angels, well, there would be no KPI TV, there would be no Mega Mall, yes because angels do not have lust, desires, but humans with their lust move to create something."

Through this quote, Dr. Rozian uses simple language, relevant analogies, and invites the audience to reflect on the essence of the existence of lust as an inseparable part of human beings. He discusses the concept without judging or putting too much pressure, instead, he invites the audience to see the positive side of lust as a driving force of life. This approach makes the message of da'wah easy to accept by audiences with diverse backgrounds of understanding.

The author notes that throughout his delivery, Dr. Rozian uses light, easy-to-understand, and straightforward language, in accordance with the principles of Qaulan Maysura. This means that he chooses words that go straight to the heart of the matter, making the audience understand the message quickly. In this case, Dr. Rozian also uses simple but relevant examples and metaphors, such as the comparison between humans and angels, so that the audience can immediately understand the message without feeling difficult. The examples he uses, such as the existence of Mega Mall or KPI TV broadcasts, are everyday things that are close to the audience's lives, so they can immediately grasp the implied meaning.



In addition, Dr. Rozian's delivery style is relaxed, not excessive, and uses balanced intonation, which helps create a comfortable atmosphere for the audience. The decision to deliver the message in a relaxed manner shows that he wants the audience to listen to the preaching with an open mind, without feeling pressured. On the other hand, Dr. Rozian also includes light humor that is appropriate to the material, without going outside the context of the preaching. The humor delivered helps lighten the atmosphere and makes the audience feel more emotionally connected. The jokes are not just entertainment, but also a means to build familiarity with the audience, so that the preaching message can be received more positively.

The entire delivery of this sermon shows that Dr. Rozian understands the importance of adapting language style to the audience's comprehension capacity. With *Qaulan Maysura*, he succeeded in delivering preaching material that was simple but full of meaning, using words that were easy to digest, and conveying deep spiritual concepts with a fun and encouraging approach. As a result, the audience felt that the message conveyed was not only an invitation to subdue their desires during Ramadan, but also as a reminder of the role of their desires in living their daily lives with full awareness.

CONCLUSION

Based on the analysis that has been done, the author concludes that the da'wah methods used by da'i in ten da'wah contents on KPI TV UINFAS Bengkulu youtube include six main methods, namely: *Qaulan Layyinan*, *Qaulan Ma'rufa*, *Qaulan Karima*, *Qaulan Baligha*, *Qaulan Maysura*, and *Qaulan Sadida*. The most frequently used methods are *Qaulan Layyinan* and *Qaulan Ma'rufa*, because the gentle approach and use of good words are considered more effective in attracting attention and building audience awareness. This shows that oral da'wah through KPI TV is carried out politely, adaptively, and relevant to Islamic values.



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