

ABSTRAK

Skripsi di tulis oleh Muhammad Ulin Nuha pada tahun 2024 dengan judul “Dakwah KH Moh Anang Muhsin dalam pengajian rutin di masjid Al Munawar Tulungagung”, program studi komunikasi dan penyiaran Islam, jurusan dakwah, fakultas ushuluddin adab dan dakwah, UIN Sayyid Ali Rahmatullah Tulungagung, dosen pembimbing Luthfi Ulfa Ni’amah, M.KOM.I.

Penelitian ini bertujuan untuk mengetahui bagaimana metode dakwah KH Anang Muhsin terhadap jamaah pengajian rutin di masjid Al Munawar Tulungagung serta untuk mengetahui faktor pendukung dan penghambat dalam penerapan metode dakwah KH Moh Anang Muhsin terhadap jamaah pengajian rutin di masjid Al Munawar Tulungagung. Sehingga dapat memberikan efektivitas penyampaian pesan dakwah kepada jamaah pengajian rutin di masjid Al Munawar Tulungagung.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif berdasarkan teori retorika Aristoteles dan metode dakwah *bil lisan*. Subjek penelitian adalah jamaah pengajian rutin di masjid Al Munawar Tulungagung, dengan sumber data yang diperoleh melalui teknik observasi, wawancara dan dokumentasi. Pengumpulan data dilakukan melalui wawancara dengan KH Moh Anang Muhsin dan observasi ke tempat pengajian rutin di masjid Al Munawar Tulungagung. Kemudian data yang di dapatkan di kategorisasikan berdasarkan teori retorika Aristoteles.

Hasil penelitian menunjukkan bahwa KH Moh Anang Muhsin telah menerapkan teori retorika Aristoteles yang mencakup aspek: *ethos, pathos dan logos* serta KH Moh Anang Muhsin juga menerapkan metode dakwah *bil lisan* yang sesuai dengan gaya bahasa Al-Qur’an yang meliputi: *qaulan baligha, qaulan layyina, qaulan ma’rufa, qaulan masyura, qaulan karima, qaulan sadida* dalam dakwahnya pada pengajian rutin di masjid Al Munawar Tulungagung. Adapun faktor pendukung dan penghambat dakwah KH Anang Muhsin di masjid Al Munawar Tulungagung meliputi: Faktor pendukung metode dakwah *bil lisan* pengajian rutin KH Moh Anang Muhsin di masjid Al Munawar Tulungagung, sebagai berikut: Materi-materi dakwah *bil lisan* mudah diterima oleh *mad’u*, Penekanan materi dakwah *bil lisan*, Metode dakwah *bil lisan* lebih fleksibel, dan adanya dukungan dari berbagai pihak. Faktor penghambat metode dakwah *bil lisan* pada pengajian rutin KH Moh Anang Muhsin di masjid Al Munawar Tulungagung, sebagai berikut: *Da’i* tidak sepenuhnya mengetahui pemahaman *mad’u*, Komunikasi hanya berlangsung dalam satu arah, dan Sifat malas dalam mengikuti kegiatan dakwah.

Kata kunci : Metode Dakwah, Pengajian Rutin, Teori Retorika Aristoteles.

ABSTRACT

The thesis was written by Muhammad Ulin Nuha in 2024 with the title "KH Moh Anang Muhsin's Da'wah in routine recitation at the Al Munawar Mosque, Tulungagung", Islamic communication and broadcasting study program, Da'wah department, Ushuluddin adab and da'wah faculty, UIN Sayyid Ali Rahmatullah Tulungagung, supervisor Luthfi Ulfa Ni'amah, M.KOM.I.

This research aims to find out how KH Anang Muhsin's da'wah method applies to regular recitation congregations at the Al Munawar Tulungagung mosque and to determine the supporting and inhibiting factors in the application of KH Moh Anang Muhsin's da'wah method to routine recitation congregations at the Al Munawar Tulungagung mosque. So that it can provide effectiveness in conveying da'wah messages to regular recitation congregations at the Al Munawar Mosque in Tulungagung.

This research uses a qualitative method with a descriptive approach based on Aristotle's rhetorical theory and the oral da'wah method. The research subjects were regular recitation congregations at the Al Munawar Mosque in Tulungagung, with data sources obtained through observation, interviews and documentation techniques. Data collection was carried out through interviews with KH Moh Anang Muhsin and observations at the routine recitation area at the Al Munawar Mosque in Tulungagung. Then the data obtained was categorized based on Aristotle's rhetorical theory.

The research results show that KH Moh Anang Muhsin has applied Aristotle's rhetorical theory which includes aspects: *ethos, pathos and logos* and KH Moh Anang Muhsin also applies the oral bil preaching method in accordance with the language style of the Koran which includes: *qaulan baligha, qaulan layyina, qaulan ma'rufa, qaulan masyura, qaulan karima, qaulan sadida* in his preaching at regular recitations in the mosque Al Munawar Tulungagung. The supporting and inhibiting factors for KH Anang Muhsin's da'wah at the Al Munawar Mosque in Tulungagung include: Supporting factors for KH Moh Anang Muhsin's oral preaching method of regular recitation at the Al Munawar Mosque in Tulungagung, as follows: Oral bil da'wah materials are easily accepted by *Mad'u*, Emphasis on oral bil da'wah material, the oral bil da'wah method is more flexible, and there is support from various parties. The inhibiting factors for the oral bil da'wah method in KH Moh Anang Muhsin's routine recitation at the Al Munawar Mosque in Tulungagung are as follows: *Da'i* do not fully understand the understanding of *mad'u*, Communication only takes place in one direction, and Laziness in participating in da'wah activities.

Keywords : Da'wah Method, Aristotle's Rhetoric Theory, Routine Recitation.