

MANAGEMENT OF DA'WAH LEARNING DEVELOPMENT IN THE ISLAMIC BROADCASTING COMMUNICATION STUDY PROGRAM AT MAKASSAR MUHAMMADIYAH UNIVERSITY

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Abstract: This study examines the management of the development of da'wah learning in the Islamic Broadcasting Communication Studies program at the Muhammadiyah University of Makassar. Relevant literature is also presented in this study. With the following Problem Formulation: 1. Providing new information about the concept of preaching (dakwah) learning in the Islamic Broadcasting Communication Study Program at Muhammadiyah University Makassar. 2. Analyzing how the implementation of management in the development of preaching learning is carried out in the Islamic Broadcasting Communication Study Program at Muhammadiyah University Makassar. 3. Analyzing the supporting and inhibiting factors in the management of the development of preaching learning in the Islamic Broadcasting Communication Study Program at Muhammadiyah University Makassar.

This research takes a qualitative approach. The location of this research is the Islamic Broadcasting Communication Study Program, Faculty of Islamic Religion, Unismuh Makassar.

Data collection was conducted through methods of observational data collection, in-depth interviews, and documentation. Meanwhile, data analysis employed a qualitative descriptive analysis technique, which followed three steps: data collection, data reduction, data presentation, and verification or drawing conclusions.

The results of this study indicate 1) In the development of da'wah learning management, the Islamic Broadcasting Communication Study Program began to provide a new breakthrough, starting with opening understanding of Da'i and being able to understand the development of technology and communication. 2) Islamic Broadcasting Communication Study Program began to provide a new breakthrough, namely starting from opening understanding of Da'i, they should also be able to understand the development of technology and communication so that in preaching a Da'I can broadcast religious messages on radio, television, online news media and others. 3) Based on the observations conducted by the researcher, it can be concluded that there are several supporting and inhibiting factors. Among the supporting factors are achievements, alumni contributions, and Ma'had Al Birr as the parent institution that recruits new students while also presenting fundamental materials. On the other hand, inhibiting factors include educators, facilities and infrastructure, and student quality.

Keywords: Management, Learning, Da'wah, Broadcasting, Communication.

BACKGROUND

Throughout the extensive history of the spread of Islam on Earth, this is closely tied to the methods of Islamic preaching practiced by the Prophet and the early companions,

and continued by contemporary Islamic preachers, where scholars serve as interpreters of this preaching. If we define Da'wah in values based on Islamic teachings, every Muslim should engage in preaching or simply advising against sin and helping anyone in goodness. Da'wah, which is practiced in various forms and concepts, makes Islam a universal religion that is easily and quickly accepted by people all over the world, not only in the Middle Eastern plains, but also by residents of African countries, Europe, Australia, America, and others. This is also happening in Asian countries, including Indonesia. In the dynamics of course, da'wah does not just disappear, but Muslims carry out a routine process of da'wah as da'i who have adapted to the times.

History Islam was proclaimed by the Prophet Muhammad 571-623 M. In Arabia, Islam spread to the regions around Arabia in a relatively short period of time and soon Islam conquered the two great powers of the time, namely Persia in the Eastern Hemisphere as the center of Zoroastrian development with a focus on Khurasan and in the southwest Byzantium as the center of Christian development with a focus on Constantinople. Lodrop Stoddart, in "The New World of Islam", describes the development of Islam, the rise of Islam "perhaps the most remarkable event in the history of mankind, in a short time Islam spread from barren deserts and backward tribes and almost half of the world was flooded." Destroying great empires, destroying several important religions persecuted for centuries, revolutionizing the thinking of nations while promoting a new world of Islamic

world. " Destroying great empires, destroying several important religions that were persecuted for centuries, revolutionizing the thinking of nations while promoting the new world of the Islamic world. "The researcher is highly interested in investigating the concept of leadership for the development of Islamic preaching learning within the Islamic Broadcasting Communication Study Program at Muhammadiyah University Makassar. This interest has led to the title of the study: **“Management of Development of Preaching Learning in the Islamic Broadcasting Communication Study Program at Muhammadiyah University Makassar.”**

RESEARCH METHODS

This section contains information about the methods employed by the researcher in conducting the study, including the research approach, research location and timeframe, units of analysis and informant selection, data collection techniques, data analysis methods, and validation of findings.

The type of research used is qualitative research. Qualitative research is a study intended to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts individually and in groups. There are two objectives of qualitative research, the first one is to describe and explore and second, to describe and explain. While this type of research uses a descriptive type, it aims to

make a systematic, factual, and accurate description of the facts and properties of a particular population or object. Qualitative data is data expressed in the form of words, sentences and pictures.

Data Collection Technique

Data collection techniques are ways that researchers reveal and capture qualitative information from respondents according to the research environment. Researchers use the following data collection techniques:

- a) Observation is the activity of systematically recording phenomena, involving the researcher in the role of an observer of the subjects under study. It does not cause any change to the activities being observed, and of course, the researcher does not conceal their role as an observer. The researcher will employ the technique of participant observation, where they actively participate in the observed activities, essentially becoming participants themselves.
- b) An Interview is a form of communication between two individuals, involving one person seeking information from another by asking questions, based on specific objectives. This interview is a data collection method used to obtain information directly from the source.
- c) Documentation, which is a qualitative data collection method, a large number of facts and data are stored in documentary materials. Most of the data is in the form

of letters, diaries, photo archives, meeting results, souvenirs of activity journals and others. This type of data has the main characteristics that are not limited to space and time so it can be used to explore information that occurs in the field.

Data Analysis Technique

The data analysis technique is also referred to as data processing and interpretation. Data analysis technique involves a series of activities to reason with data, making a phenomenon socially, academically, and scientifically meaningful. The purpose of data analysis is to simplify data into a form that is easily readable and implementable. In this research, the researcher employs a qualitative descriptive approach, which is a process of describing the actual subject. In qualitative data analysis, words are constructed from interview results or observations of the required data. The data analysis in this research comprises three sequential activities:

1. Data reduction involves transforming the obtained data into written form, such as a report or detailed data. The report is compiled based on the data obtained, reduced, summarized, selected the main things, and focused on the important things.
2. Data presentation involves categorizing the acquired data according to the main issues and structuring it in the form of matrices, making it easier for the

researcher to observe patterns and relationships between different sets of data.

3. Data inference and verification, which is a further step from data reduction and presentation activities. Data that has been reduced and

RESEARCH RESULTS AND DISCUSSION

1. Description of Research Object Characteristics

a. Brief Description of the History of the Establishment of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar

The background for the establishment of the Islamic Broadcasting Communication Study Program stems from the need for professional Da'is (Islamic preachers) in the AMCF-sponsored regions, which collaborate with Muhammadiyah University Makassar through Mahad Al-Birr. Graduates who are printed from the guidance of mahad al-birr will be employed (assigned) in da'wah projects in the interior.

The integration program between the Faculty of Islamic Religion and Mahad Al-Birr in 2013 has given rise to the thoughts and aspirations of Unismuh Makassar to establish the Islamic Broadcasting Communication Study Program (Dakwah) as a manifestation of the collaborative development between the Asian Muslim Charity Foundation (AMCF) and

the Faculty of Islamic Religion at Unismuh Makassar in the field of Islamic preaching.

b. Vision and mission of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar.

1. Vision of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar

The vision of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar, is as follows:

"To realize Islamic, excellent, and trusted Human Resources in the field of Communication and Broadcasting by 2024."

2. Mission:
The vision of KPI Study Program FAI Unismuh Makassar:
 - a. Organizing education and teaching in the field of communication science and Islamic broadcasting.
 - b. Carrying out research in the field of communication science and Islamic broadcasting that is able to produce innovative scientific works.
 - c. Empowering the community through training, guidance, consultation, counseling, mentoring, and socialization for the benefit of the people.
 - d. Establishing cooperation in the field of communication and Islamic broadcasting with various government and private institutions.

c. Objectives of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar

The objectives of the Islamic Broadcasting Communication Study Program at Unismuh Makassar are:

- a. To produce professional personnel in the field of Islamic communication and broadcasting who possess quality and Islamic character.
- b. To produce professional personnel capable of developing innovative communication and broadcasting.
- c. To produce Islamic communication and broadcasting graduates with expertise in Arabic language, dakwah management, reporting, and counseling that align with the needs of work in the era of globalization.
- d. To produce Islamic communication and broadcasting graduates who are mujahid (devoted), mujaddid (innovative), and mujtahid (creative), thus serving as the foundation for preaching in establishing collaborations and addressing community issues.

d. Objectives of KPI Study Program FAI Unismuh Makassar

a. Education and Teaching, including:

1. The realization of a superior, trusted, and Islamic values-based Bachelor of Communication and Broadcasting education in an effort to realize

graduates who have competence academically, professionally, ethically, and have Islamic morals that are able to compete nationally, regionally, and internationally;

2. The realization of a quality, creative, innovative, and competitive learning system that is integrated with the needs of society and the world of work / users / public and private organizations.

b. Research, including:

- a. The development of Islamic communication and broadcasting researchers as resources;
- b. The achievement of quality and quantity of research outcomes relevant to the development of Islamic communication and broadcasting;
- c. The establishment of a research culture within the academic community of the Islamic Broadcasting Communication Study Program.

c. Field of Community Service, including:

1. The enhancement of the capacity of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar, in community engagement;
2. The enhancement of the capacity of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar, in collaborating with government, private sector, higher education institutions, and the community.

e. The concept of preaching (dakwah) learning in the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar

1. Curriculum of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar

The curriculum of the Islamic Broadcasting Communication Study Program is a set of plans and arrangements regarding content, study materials, teaching materials, delivery methods, and assessments used as guidelines.

Implementation of learning activities. The curriculum contains graduate competency standards structured in main, supporting and other competencies that support the achievement of goals, the implementation of the mission, and the realization of the vision of the study program. The curriculum contains courses that support the achievement of graduate competencies and provide flexibility for students to build up their horizons and deepen their expertise according to their interests, and can be completed with course descriptions, syllabi, learning plans, and evaluations.

The KPI curriculum is designed based on its relevance to objectives, content coverage, and depth, along with an organization that promotes the development of both hard skills and soft skills that can be applied in various situations and conditions.

- a. Curriculum Foundation

The curriculum foundation of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar:

1. In accordance with the regulations of the Ministry of Religious Affairs regarding the framework of curriculum in Islamic higher education or PTKI."

Accommodating the interests of users, in this case, AMCF, that acts as a donor and has consistently employed KPI students in AMCF-sponsored areas.

RESEARCH OUTCOMES

1. Concept of Da'wah Learning Management

a. Da'wah learning program

“Because KPI is a program that integrates with Ma'had Albir so during semester 1 to semester 4 they only study in the maha kalkir and are studied in Mahad Albirr is the sciences of Islamic studies they learn, the basics that they learn are the basics of Arabic language, they also learn the science of the Quran, the science of Hadith fiqh tafsir Siro Nabawiyah, and many more including Mantiq Science is all learned in Albirr, but we also insert lessons that have Prodi nuances or general nuances so we mix it in the form of Capital Selecta zahirnya, it is like a seminar but the essence is like a capita lecture Selecta and held during one semester until semester 4. Capital Selecta lectures are held for one week One day one material, but that is

actually the course of the Islamic broadcasting communication study program which should be in semester 1 to semester 4 condensed in the form of a seminar so that the SKS counts as one course even though the meeting is only one day, but it has also summarized."

As the early stage for the Islamic Broadcasting Communication study program at the Faculty of Islamic Religion, Unismuh Makassar in preparing prospective da'i or preacher graduates with a strength program in the area of shar'i knowledge and the use of language that carried out for 4 semesters at Ma'had Albirr. As an initial stage in providing foundational-level education, this concept serves as a support for students' general knowledge and understanding within the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion. Additionally, a concept known as 'Capital Selecta' is introduced, which integrates various courses into a general seminar format. The next stage, this concept will be evaluated through questions posed to students, serving as an assessment of their knowledge conveyed during these seminars.

In implementing the concept of Capital Selecta, the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar, allocates one day per week to discuss a single theme for an entire week, as stated by the program secretary during an interview with the researcher:

"To saving time and condense the learning duration, we compress it into one theme per day within a week, and there's an exam for it. They listen to the subject matter and then are given exam questions, so everything is condensed into a one-week 'Capital Selecta' format."

From the early stage of the preaching education concept in the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, UNISMUH Makassar, it begins with delivering the most fundamental materials in Islamic jurisprudence knowledge and prioritizes the use of the Arabic language in every learning process. After completing 4 semesters at Ma'had Albirr, students who choose the KPI program will learn advanced lessons from the Islamic Broadcasting Communication program such as the sociology of da'wah, preparation of da'wah maps and material needed in preaching.

To enhance the skills of KPI students in preparing themselves to become preachers, students who have reached the 5th and 6th semesters will be exposed to various forms of practice or training. They will also have various visits to workplaces, such as visits to various media outlets like TVRI, RRI, FAJAR, and Radio Insani, which serve as laboratories for enhancing students' abilities in conducting preaching through radio broadcasting.

"Students who are in semester 5 semester 6 they will be presented with practices and visits to various media such as TVRI Net TV Radio RRI learn also practice at Insania radio

which is an asset of Islamic broadcasting communication They also learn to Fajar news office to learn news scripts How is the narration and public speaking Islamic science mosque management da'wah management. "

After entering the 7th and 8th semesters, students of the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar, will engage in a 6-month community service. The locations are spread across various corners of Sulawesi.

2. Development of Da'wah Learning

The process of development in the preaching education within the Islamic Broadcasting Communication Study Program at the Faculty of Islamic Religion, Unismuh Makassar, has evolved from the understanding and scope traditionally associated with preachers, where it was often believed that a Da'i or preacher's role was confined to mosque pulpits. However, in recent years, the Islamic Broadcasting Communication Study Program has introduced a new perspective. It emphasizes the need for a Da'i to not only be limited to the mosque pulpit but also to comprehend the advancements in technology and communication. This approach enables a Da'i to engage in broadcasting religious messages through radio, television, online news platforms, and any others.

"Islamic Broadcasting Communication was established in 2015 and it has been nearly 8 years. Thankfully, there has been

development, though not extremely critical. In my view, the turning point of this development lies in the field practice of preaching. In the initial years of the program's establishment, our scope was limited to preaching from mosque pulpits, adhering to a traditional approach. At the beginning, the focus of the program was on producing traditional preachers, with no emphasis on broadcasting, public speaking, printing, and other areas. This aspect was lacking. Nowadays, the development has expanded, and practices have diversified beyond the mosque pulpits. It cannot be denied that traditional preaching on the pulpits is still maintained, but there has been progress in the program's output. Our graduates not only become traditional preachers but also many of them become content creators. However, this expansion doesn't deviate from the core of preaching principles, and they still engage in broadcasting and other activities."

3. Supporting and inhibiting factors of da'wah development management in KPI FAI Unismuh Makassar Study Program

a. Supporting factors

1. Achievement

Many KPI Unismuh Makassar students get scholarships abroad and win national competitions and that greatly helps the connection of the Islamic Broadcasting Communication Study Program in improving the electability of the quality of da'wah learning management.

2. Alumni Contribution

"Ika KPI was made to contribute to the Islamic broadcasting communication study program towards empowering students in KPI by making trainings such as journalism training"

3. Ma'had Al Birr as the Main Institution

"Our main institution is Ma'had Albirr because people are more familiar with Ma'had Albirr than KPI. The quality of sharia science is more people are interested and many are interested in it. Also, since our main institution is Ma'had Albirr, so the sharia science is strong"

b. Inhibiting Factors

1. Educators

Due to the program initiation by AMCF for the establishment of the Islamic Broadcasting Communication Study Program at Universitas Muhammadiyah Makassar, there has been a lack of understanding between Home Base lecturers and Mahad Albirr itself.

"The lecturers that teach at Ma'had Albirr consist of both home-based lecturers and those recruited from outside, who are not products of Mahad Albirr itself. Although they have expertise in Islamic Broadcasting Communication, there is a deficiency in certain aspects like Islamic jurisprudence. Additionally, the

recruited lecturers or instructors often have a vision that does not align with the essence of Islamic Broadcasting Communication itself, making it difficult to convey the fact that this program remains rooted in Mahad Albirr."

2. Facilities and Infrastructure

"In terms of infrastructure, we still lack learning space, sometimes we can use Ma'had Al Birr's class but the class is full, sometimes one class or two classes we use the sharia building that we borrow."

3. Student Quality

The general perception regarding the quality of students in the Islamic Broadcasting Communication Program, especially in comparison to students of the Ahwalu Syaksyah program, often places the quality of students from the Islamic Broadcasting Communication Program in second place in the field of Islamic jurisprudence knowledge. However, the Islamic Broadcasting Communication Program has demonstrated its student's existence through achievements attained in recent years. In the face of these challenges, the Islamic Broadcasting Communication Program turns them into motivation to maximize the enhancement of students' abilities, particularly in Islamic jurisprudence knowledge.

CONCLUSIONS

- a. The concept of Islamic preaching in the Islamic Broadcasting Communication Program at Universitas Muhammadiyah Makassar is truly unique. Aside from its highly complex design of preaching instruction with structured phases, starting from welcoming new students at Ma'had Al Birr with foundational Islamic content and preaching basics, emphasizing Arabic language proficiency and the study of essential preaching materials, the program follows a well-structured approach. It continues through the gateway of the Islamic Broadcasting Communication Program at Unismuh Makassar, which notably focuses on the enhanced management of preaching education. This is further supplemented by mastery of public speaking, technology, and communication, as well as a diverse array of creative preaching strategies. The next is that students of Islamic Broadcasting Communication at Unismuh Makassar will enter a phase where they will be trained and prepared for preaching in various corners of South Sulawesi, particularly, and Sulawesi in general. Thus, in the final phase after dedicating themselves to the path of preaching, students of Islamic Broadcasting Communication will undertake research in the form of scholarly papers or theses.
- b. Implementation of the Management of Development of Preaching Learning in the Program of Islamic

Broadcasting Communication at Universitas Muhammadiyah Makassar. In the development of preaching learning management, significant changes have not occurred, but there are several points that have undergone changes, including the understanding and scope of the preachers' activities. Traditionally, it was often understood that a Da'i or preacher only delivers sermons from the pulpit of the mosque. However, in recent years, the Islamic Broadcasting Communication program has introduced a new breakthrough, starting from expanding the understanding of Da'is. They are encouraged to understand technological and communication advancements, enabling them to convey religious messages through radio broadcasts, television, online news media, and others.

As a result, the management of preaching learning has been enriched with additional materials that guide students to master various writing methods for preaching through online news media, as well as public speaking skills that are geared towards radio broadcasting and similar platforms. Likewise, content creation for preaching has also been incorporated.

Factors supporting and hindering the implementation of management for the development of preaching learning in the Program of Islamic Broadcasting Communication at Universitas Muhammadiyah

Makassar. There are several supporting factors. One of them is the achievements, as evidenced by the awards received by students in both regional and national competitions, along with the international scholarships earned by alumni. Another factor is the alumni's contributions in enhancing the quality of preaching learning, which is evident through various activities aimed at improving the skills of Islamic Broadcasting Communication students in delivering sermons. This effort is also supported by platforms for training in academic writing. Additionally, Ma'had Al Birr serves as the main foundation, recruiting new students and providing fundamental materials. On the other hand, there are hindering factors. One of them is the deficiency in the teaching staff, especially in terms of human resources. Moreover, the lack of adequate facilities and infrastructure also acts as a hindrance.

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