



The integration strategy of the Islamic communication interconnection in the "Shihab & Shihab" program on Indosiar

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ABSTRACT

This study examines the integration strategy of Islamic communication implemented in the 'Shihab & Shihab' show on the national television channel Indosiar. Utilizing qualitative research methods including observation, descriptive analysis, and literature review, this study aims to provide an in-depth understanding of the topic. The results indicate that the integration-interconnection communication strategy in 'Shihab & Shihab' has significantly impacted the Indonesian people's understanding of Islam. The success of this strategy is influenced by factors such as communicators, messages, media, audience, and effects. This approach enables people to gain a profound understanding of Islamic teachings and promotes harmonious dialogue, blending communication styles across generations. The findings of this research carry important implications for enhancing the understanding of and dialogue about Islam through mass media. By considering the factors influencing the success of this strategy, more effective programming can be developed to promote a broader understanding and greater acceptance of Islamic teachings in the face of Western cultural influences.

Keywords: Interconnection Integration; Islamic communication; television shows; "Shihab & Shihab" program

1. INTRODUCTION

The presence of mass media as a powerful and effective mode of communication has greatly influenced the relationship between different cultures and values in a rapidly globalizing world. Given the substantial impact of religious and cultural communication,

it is important to consider the connections between them in a global context. Television is particularly significant in expanding understanding and knowledge of religion and culture (Almagsus & Lutfie, 2022).

Indosiar TV channels are among the leading private television channels in Indonesia and have had a significant impact on people's perspectives on various issues, including religion and culture. The "Shihab & Shihab" program on the Indosiar TV Channel is a noteworthy example of the interconnection between religious and cultural communication (Musyarrofah & Priyono, 2020).

The Indosiar TV channel's broadcast of the 'Shihab & Shihab' program is closely associated with the growing trend of Islamic preaching in Indonesia. This program was originally produced by Narasi TV and aired on YouTube. Narasi TV is a digital media company founded by Najwa Shihab, a well-known female journalist, along with her two colleagues, Catharina Davy and Dahlia Citra, in 2018. Quraish Shihab, a prominent Indonesian scholar, is featured in the program and can deliver Islamic teachings in great detail. With his academic background, Quraish Shihab has expert knowledge of interpreting scientific literature to provide an understanding.

In anticipation of Ramadan in 2023, Indosiar debuted the program "Shihab & Shihab" as one of its flagship shows for the month. On March 23, 2023, which marked the first day of Ramadan 1444 H, Quraish Shihab and his daughter Najwa Shihab, collaborated on the program. Through dialogue, the father and daughter discuss contemporary society's trending topics and issues relevant to the audience of Generation Y (Gen Y/millennials) and Generation Z (Gen Z), intertwining them with stories from the Quran. The program, which aired every day at 17:30 WITA in prime time, was awarded the 2023 Syiar Ramadan Award (Anugrah Syiar Ramadan) in the non-talk show da'wah (kultum) category by the Indonesian Broadcasting Commission (KPI) and Indonesian Ulama Council (MUI) on May 26, 2023, in Jakarta.

The study of the integration strategy of Islamic communication interconnection in the "Shihab & Shihab" program on the Indosiar TV channel is critical, as the program's success is indicative of how mass media can function as a tool for disseminating Islamic understanding and perspectives in society, particularly among Gen Y and Gen Z. This research is also significant in the context of Indonesia, which has a diverse cultural society, as it provides insights into how communication can overcome differences and promote embracing of diversity (Effendy, 2017).

In addition, a deeper understanding of the communication interconnection strategy in the "Shihab & Shihab" program also has broad implications for building the image of Islam in the eyes of the public, both in Indonesia and internationally. By understanding effective communication strategies, this research can provide valuable input for television content producers and other stakeholders in developing shows that can strengthen the Islamic character, tolerance, and harmony in a multicultural society.

2. METHODS

This qualitative research employed observation, descriptive analysis, and literature review as research methods. The study's object of research focused on the broadcast of the program "Shihab & Shihab," which comprised a total of 30 episodes and was aired on Indosiar. The episodes can also be accessed via streaming on the Indosiar channel using the Vidio application.

The following are primary data in the form of 30 episodes of the "Shihab & Shihab" program that aired during the month of Ramadan in 2023 on Indosiar:

Table 1. The list of episodes for the program "Shihab & Shihab"

No.	Air Date	Duration	Title
1.	March 23, 2023	07:02	"The Significance of Stories in the Quran" (Keutamaan Kisah-Kisah dalam Al Quran)
2.	March 24, 2023	06:55	"The Story of Prophet Adam: Humanity's Role as Stewards on Earth & the Temptation of Satan (Part 1)" (Kisah Nabi Adam: Tugas Manusia Sebagai Khalifah di Muka Bumi & Godaan Iblis (Part 1))
3.	March 25, 2023	06:47	"The Story of Prophet Adam: Humanity's Role as Stewards on Earth & the Temptation of Satan (Part 2)" (Kisah Nabi Adam: Tugas Manusia Sebagai Khalifah di Muka Bumi & Godaan Iblis (Part 2))
4.	March 26, 2023	07:00	"The Story of Prophet Noah: Perseverance and Sincerity in Facing Life's Trials" (Kisah Nabi Nuh: Tabah dan Ikhlas dalam Menghadapi Ujian Hidup)
5.	March 27, 2023	07:00	"The Story of Prophet Hud: Avoiding Arrogance" (Kisah Nabi Hud: Menghindari Kesombongan)
6.	March 28, 2023	07:00	"The Story of Prophet Ibrahim: Ibrahim and Islam, Ibrahim and Idols, and the Miracles of Prophet Ibrahim (Part 1)" (Kisah Nabi Ibrahim: Ibrahim & Islam, Ibrahim & Patung, dan Mukjizat Nabi Ibrahim (Part 1))

7.	March 29, 2023	06:57	"The Story of Prophet Ibrahim: Ibrahim and Islam, Ibrahim and Idols, and the Miracles of Prophet Ibrahim (Part 2)" (Kisah Nabi Ibrahim: Ibrahim & Islam, Ibrahim & Patung, dan Mukjizat Nabi Ibrahim (Part 2))
8.	March 30, 2023	06:52	"The Story of Prophet Luth: Moral Education of a Community & the Importance of Morality in Life" (Kisah Nabi Luth: Pendidikan Moral Suatu Kaum & Pentingnya Moral dalam Hidup)
9.	March 31, 2023	07:02	"The Story of Prophet Ismail: A Child's Obedience to Parents" (Kisah Nabi Ismail: Kepatuhan Anak pada Orang Tua)
10.	April 1, 2023	07:00	"The Story of Prophet Yusuf: Family Relationships, Facing Temptation & Trials, and Leadership Skills (Part 1)" "Kisah Nabi Yusuf: Hubungan Keluarga, Menghadapi Fitnah & Godaan dan Kemampuan Memimpin (Part 1)"
11.	April 2, 2023	06:54	"The Story of Prophet Yusuf: Family Relationships, Facing Temptation & Trials, and Leadership Skills (Part 2)" "Kisah Nabi Yusuf: Hubungan Keluarga, Menghadapi Fitnah & Godaan dan Kemampuan Memimpin (Part 2)"
12.	April 3, 2023	07:00	"The Story of Prophet Ayyub: The Meaning of Patience and Gratitude in the Face of Life's Trials" (Kisah Nabi Ayyub: Makna Sabar dan Bersyukur Atas Ujian Hidup)
13.	April 4, 2023	06:53	"Prophet Daud: Just Leadership in Confronting the Army of Goliath"(Nabi Daud: Kepemimpinan yang Adil dalam Melawan Pasukan Jalut)
14.	April 5, 2023	07:28	"Prophet Sulaiman: Anti-Boasting & Female Leadership" (Nabi Sulaiman: Anti Flexing & Kepemimpinan Perempuan)
15.	April 6, 2023	07:32	"Prophet Musa: Struggle Against the Oppressive Leader (Part 1)"

			(Nabi Musa: Perjuangan Menghadapi Pemimpin Dzalim (Part 1))
16.	April 7, 2023	07:26	"Prophet Musa: Struggle Against the Oppressive Leader (Part 2)" Nabi Musa: Perjuangan Menghadapi Pemimpin Dzalim (part 2)
17.	April 8, 2023	07:21	"The Story of Pharaoh: Tyranny and God's Punishment" (Kisah Firaun: Kedzaliman & Azab Allah)
18.	April 9, 2023	07:27	"The Story of Qarun: Interpreting Wealth and Avoiding Greed" (Kisah Qarun: Memaknai Harta dan Tidak Kikir)
19.	April 10, 2023	07:32	"Ashabul Kahfi: Youth Movement Against Oppression & Upholding Their Faith" (Ashabul Kahfi: Gerakan Pemuda Melawan Kebathilan & Menjaga Agamanya)
20.	April 11, 2023	07:34	"The Story of Zulkarnaen: Leaders Must Be Knowledgeable and Content" (Kisah Zulkarnaen: Pemimpin Harus Berilmu & Sikap Qanaah)
21.	April 12, 2023	07:30	"The Story of Luqmanul Hakim: Values of Morality and Character, Fundamental Human Virtues" (Kisah Luqmanul Hakim: Nilai Akhlak dan Kepribadian, Nilai Pribadi Manusia yang Utama)
22.	April 13, 2023	07:36	"The Story of Prophet Shu'aib: Known as 'The Orator'" (Kisah Syaib: dikenal sebagai "Sang Orator")
23.	April 14, 2023	07:33	"The Story of Prophet Yunus: Fulfilling One's Duty with Trustworthiness" (Kisah Nabi Yunus: Amanah Menjalankan Kewajiban)
24.	April 15, 2023	07:25	"The Story of Prophet Isa: Interpreting Sacrifice, Monotheism & Forgiveness (Part 1)" "Kisah Nabi Isa: Memaknai Pengorbanan, Ketauhidan & Kesalahan (Part 1)"
25.	April 16, 2023	07:30	"The Story of Prophet Jesus: Interpreting Sacrifice, Monotheism & Forgiveness (Part 2)"

			Kisah Nabi Isa: Memaknai Pengorbanan, Ketauhidan & Kesalahan (Part 2)
26.	April 17, 2023	07:28	"The Story of Bal'am bin Baura: Selling Religion for Wealth"(Kisah Bal'am bin Baura: Menjual Agama demi Harta)
27.	April 18, 2023	07:33	"The Story of Prophet Muhammad Saw.: Facing the Slander Against Aisha, the Prophet's Wife" (Kisah Nabi Muhammad Saw.: Menghadapi Fitnah terhadap Aisyah, istri Rasul)
28.	April 19, 2023	07:57	"The Story of Hijrah" (Kisah Hijrah)
29.	April 20, 2023	07:54	"The Hudaibiyah Treaty: The Peace Treaty of Prophet Muhammad and the Christians" (Perjanjian Hudaibiyah: Perjanjian damai Nabi Muhamamd dan Nasrani)
30.	April 21, 2023	07:59	"The Story of the Conquest of Mecca" (Kisah Fathu Makkah)

The data from the broadcast were used to monitor the communicator, examine the message, observe the medium, identify the audience, and evaluate the impact of the broadcast. These are measurable elements of the integration-interconnection communication strategy.

Data collection was conducted by listening to the conversation between the two communicators, Najwa Shihab as a moderator and Quraysh Shihab as a resource person. Following data collection, the author sorted the obtained data and segregated those that did not align with the purpose of the study. The next step involved analyzing the data using Spradley's content analysis, which included domain analysis, taxonomy analysis, componential analysis, and pattern identification (Santosa, 2017). Domain analysis focused on religious dialogues with similar show titles, and the data yielded seven titles centered around the theme of leadership character, as presented in the following table.

Table 2. Message Analysis

Theme	Air Date	Judul
	April 2, 2023	"The Story of Prophet Yusuf: Family Relationships, Facing Temptation & Trials, and Leadership Skills (Part 2) "Kisah Nabi Yusuf: Hubungan Keluarga, Menghadapi Fitnah & Godaan dan Kemampuan Memimpin (Part 2)

Leadership Qualities	April 4, 2023	"Prophet Daud: Just Leadership in Confronting the Army of Goliath"(Nabi Daud: Kepemimpinan yang Adil dalam Melawan Pasukan Jalut)
	April 5, 2023	"Prophet Sulaiman: Anti-Boasting & Female Leadership" (Nabi Sulaiman: Anti Flexing & Kepemimpinan Perempuan)
	April 6, 2023	"Prophet Musa: Struggle Against the Oppressive Leader (Part 1)" (Nabi Musa: Perjuangan Menghadapi Pemimpin Dzalim (Part 1))
	April 7, 2023	"Prophet Musa: Struggle Against the Oppressive Leader (Part 2)" Nabi Musa: Perjuangan Menghadapi Pemimpin Dzalim (part 2)
	April 8, 2023	"The Story of Pharaoh: Tyranny and God's Punishment" (Kisah Firaun: Kedzaliman & Azab Allah)
	April 13, 2023	"The Story of Prophet Shu'aib: Known as 'The Orator'"(Kisah Syuaib: dikenal sebagai "Sang Orator")

3. RESULTS AND DISCUSSION

a. Communicator

The observation of the 'Shihab & Shihab' program reveals an intriguing communication pattern. The father-daughter conversation in the house appears to be comfortable when seated on a sofa. The close proximity of the two communicators eliminates the barrier of cross-generational communication, as Quraish Shihab represents the baby boomer generation as a resource person, whereas Najwa Shihab represents Generation Y or millennials as a host/moderator. Despite being known for her critical professionalism, Najwa Shihab portrays a child seeking advice or guidance from her parents on religious matters. Quraish Shihab, a prominent scholar and academic with a professorate degree, responds to Najwa's questions with simple, easy-to-understand language and provides multilayered information. Their dialog also utilized diverse, non-standard Indonesians with a relaxed tone of voice, making it a pleasure to listen to.

b. Message

The message conveyed not only contains the teachings of Islam but also imbues the leadership qualities of the characters from Quranic stories that are still relevant to the present.

c. Media

Indosiar, as a national private television channel with many viewers and broadcast coverage in remote areas of Indonesia, supports the dissemination of the Shihab program, which is a strategy to intensify the dissemination of Islamic communication to the wider community.

d. Public

The 'Shihab & Shihab' program can be classified as an 'upscale' show. Initially, its target audience was the millennial, Z, and Alpha generations, who are proficient in digital technology. However, after it transitioned to a television program, its viewership expanded to encompass a broader demographic, including older generations. The high ratings and feedback from millions of viewers indicate that the 'Shihab & Shihab' program appeals to a diverse range of social strata.

e. Effect

The Indonesian Broadcasting Commission (KPI) and the Indonesian Ulema Council (MUI) awarded the 2023 Ramadan Syiar Award to the "Shihab & Shihab" program in the non-talkshow da'wah (kultum) category on May 26, 2023, in Jakarta. The positive impact of the program on its viewers suggests that it may become a regular Ramadan program on Indosiar.

Based on the findings of this study, the researcher recommends that the Indonesian Broadcasting Commission (KPI) should include the digital media category in future awards. Furthermore, there is a need for skilled Islamic communicators who can produce technical Islamic content for television programs. To address this need, a broadcasting business incubator at UIN Alauddin Makassar would be beneficial in nurturing the growth of Islamic communicators in the broadcasting field.

CONCLUSION

In the swiftly evolving landscape of global communication, mass media stands as a potent force, intricately shaping the ties between diverse cultures and values. This influence is particularly palpable in religious and cultural communication, with television serving as a pivotal medium, expanding our comprehension of religion and culture (Almagsus & Lutfie, 2022). Indosiar TV, a leading private channel in Indonesia, exemplifies this influence, notably through its program "Shihab & Shihab." Originating from the digital realm of Narasi TV, founded by prominent journalist Najwa Shihab and colleagues in 2018, this program found its way to national television. The collaboration of renowned scholar Quraish Shihab and his daughter Najwa Shihab in the program, blending contemporary topics with Quranic narratives, became a hallmark of communication transcending generations. Notably, this program, which received the 2023 Syiar Ramadan Award, illustrates how mass media can be a potent instrument for disseminating Islamic understanding, particularly among the diverse audiences of Generation Y and Z.

This research, delving into the integration strategy of Islamic communication in the "Shihab & Shihab" program, reveals crucial insights. The communicators, Quraish Shihab and Najwa Shihab, masterfully bridge the generational gap, delivering profound Islamic teachings in a relatable manner. The content not only imparts the essence of Islam but also infuses leadership qualities from Quranic stories, rendering it relevant to contemporary life. Indosiar's wide reach, especially in remote regions of Indonesia, further amplifies the program's impact, transforming it into a pivotal tool for widespread Islamic communication. Moreover, the "Shihab & Shihab" program's diverse appeal is evident as it transcends age groups, resonating with both digital-native millennials and older generations. This broad viewership underscores its effectiveness in fostering cross-generational dialogue. The accolade from the Indonesian Broadcasting Commission and the Indonesian Ulema Council solidifies its positive influence, suggesting the potential for the program to become a recurring Ramadan staple on Indosiar.

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