



The Role of the Public Relations Department of LDII West Sumatra in Building Solidarity

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Abstract

This research aims to analyze the role of Public Relations of the Indonesian Islamic Da'wah Institute (LDII) in communicating the vision, mission, and activities of the organization to the public and building a positive image of the organization. The research method used is qualitative with a case study approach. Data were collected through in-depth interviews with LDII's public relations officers, direct observation of public communication activities conducted by LDII, and analysis of documents and media publications issued by the organization. The results showed that LDII's PR plays a strategic role in disseminating information related to LDII's programs and activities, strengthening relationships with the media, and establishing effective communication with members and the wider community. LDII PR has also proven effective in building a positive image of the organization through a transparent, consistent, and responsive approach to issues in the community. This research provides insight into the important role of communication in religious organizations and the contribution of PR in supporting the achievement of LDII's goals.

Article History

Received 23-05-2024

Accepted 22-06-2024

Published 31-10-2024

Keywords

LDII, Public Relations, Community Organization, Qualitative, Communication



INTRODUCTION

The Indonesian Islamic Da'wah Institute (LDII) is an Islamic-based social organization founded with the main goal of spreading Islamic teachings and strengthening the faith and piety of Muslims in Indonesia. LDII focuses on community development through various da'wah, educational, and social activities. The organization is known for its structured approach to organizing regular religious gatherings, religious studies, and community social activities such as gotong royong (mutual cooperation) and social services. Additionally, LDII emphasizes the importance of intensive and continuous religious education for its members, from children to adults, to create a generation with noble character and extensive knowledge of Islam. Through its various activities, LDII strives to build a solid, harmonious community that positively contributes to the wider society.

The main goal of LDII is to foster Muslims to become individuals of faith and piety and actively participate in societal life based on Islamic values. The organization is committed to enhancing the understanding and practice of Islamic teachings among its members through continuous da'wah programs, structured education, and beneficial social activities. LDII also aims to strengthen Islamic brotherhood (ukhuwah Islamiyah) and build a supportive community, both spiritually and socially. In this way, LDII hopes to create a prosperous, just society that is pleasing to Allah SWT. Furthermore, the organization also strives to contribute to national development by aligning its programs with the nation's development goals, fostering peace, and maintaining Indonesia's unity and integrity.

To achieve its goals, LDII sets various strategic targets focused on community development, community strengthening, and broader social contributions. Here are the goals LDII aims to achieve:

1. Increasing Islamic da'wah activities evenly throughout the country;
2. Improving the quality of life of the Muslim community evenly;
3. Enhancing the understanding and application of Islamic values evenly;
4. Enhancing the quality of human resources in the Muslim community;
5. Increasing the participation of the Muslim community in various national and state development programs;
6. Enhancing religious harmony and social solidarity.

The organization is committed to promoting moderate, tolerant, and inclusive Islamic values while avoiding all forms of extremism. In its participation, LDII actively organizes various educational programs, both formal and informal, which include religious education, moral education, and life skills.

Through these various programs, LDII strives to make a positive contribution to shaping individuals with noble character, good religious knowledge, and adequate skills to face modern life's challenges. These programs also aim to improve the quality of life of its members and provide benefits to the wider society.

In addition to being active in educational programs, LDII is also actively involved in social services, community economic empowerment, and disaster management. With an active approach to social services, LDII strives to build a prosperous and civilized society based on the principles of Islamic teachings. This approach includes:

- **Collaboration with Other Institutions:** Collaborating with the government, non-governmental organizations, and international organizations to expand the reach and effectiveness of the programs.
- **Community Empowerment:** Encouraging the community to actively participate in the programs being implemented so that they not only become beneficiaries but also contribute to the implementation of the programs.
- **Education and Socialization:** Educating the community about the importance of social solidarity, mutual assistance, and cooperation in building collective welfare.

Various programs from LDII can be seen on LDII's social media, one of which is the Instagram account @ldiimengaji.

Through these various activities, LDII is committed to making a tangible contribution to improving the quality of life of the community and building a harmonious and empowered community based on Islamic values. The organization also collaborates with various parties, including the government, non-governmental organizations, and the international community, to strengthen the positive impact of its activities at the local and global levels.

As an organization committed to national development, LDII continuously strives to enhance its contributions through various strategic programs. To strengthen participation, LDII has set eight priority programs covering various aspects of life as a form of refinement, including Nationalism, Religion, Education, Food Security and Environmental Sustainability, Sharia Economy, Natural Health, Digital Technology, and New Renewable Energy (EBT).

These programs reflect and align with LDII's three mottos:

قُلْ هَذِهِ سَبِيلِي أَدْعُو إِلَى اللَّهِ عَلَى بَصِيرَةٍ أَنَا وَمَنِ اتَّبَعْتِي وَسُبْحَانَ اللَّهِ وَمَا أَنَا مِنَ الْمُشْرِكِينَ

Translation: Say (O Muhammad), "This is my way; I invite to Allah with insight, I and those who follow me. And exalted is Allah, and I am not of those who associate others with Him." (Surah Yusuf: 108)

لِيَحْمِلُوا أَوْزَارَهُمْ كَامِلَةً يَوْمَ الْقِيَامَةِ وَمِنْ أَوْزَارِ الَّذِينَ يُضِلُّونَهُمْ بِغَيْرِ عِلْمٍ أَلَا سَاءَ مَا يَزُرُونَ

Translation: (Their words) will bear their own burdens in full on the Day of Resurrection, and some of the burdens of those whom they mislead without knowledge. Unquestionably, evil is that which they bear. (Surah An-Nahl: 25)

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

Translation: Let there be from you a nation inviting to all that is good, enjoining what is right and forbidding what is wrong. And those will be the successful. (Surah Al-Imran: 104)

These three mottos, derived from the holy verses of the Qur'an, reflect LDII's determination to shape individuals who are not only competent and experts in their fields but also have noble character and religious devotion, thus able to make tangible contributions to the progress of the nation and state.

The mottos are further strengthened by the presence of LDII's vision and mission. LDII's vision is to realize a religious and professional society, where each individual can integrate religious values into daily life and possesses expertise in their respective fields. Meanwhile, LDII's mission includes fostering a community of faith, piety, and noble character, as well as developing superior and competitive human resources.

Subsequently, LDII, which is active in disseminating information and da'wah through various media, manages several media to support its vision, mission, and strategies. Here are the media managed by LDII:

1. **Official Website:**

- www.ldii.or.id: The official LDII website contains various information about organizational activities, programs, current news, and religious and social articles.

2. **Social Media:**

- Facebook: LDII Official
- Twitter: @LDII_Lines
- Instagram: @ldii_news
- YouTube: LDII TV

3. **Print and Online Media:**

- Nuansa Magazine: A magazine published by LDII containing articles on religion, social, and culture.

By utilizing various managed media, LDII strives to reach and serve a broader audience, disseminate beneficial information, and strengthen Islamic values in daily life. Through a modern and inclusive approach, LDII not only strengthens its internal community but also actively contributes to building a prosperous and civilized society. Support and participation from all segments of society are expected to strengthen these efforts, thus achieving the mission of creating a harmonious society.

Next, the reason for choosing LDII as the subject of discussion is due to the organization's visible role in community development through its comprehensive programs. LDII not only focuses on religious aspects but is also actively involved in education, social, economic, and disaster management fields. The diversity of these programs demonstrates LDII's commitment to making tangible contributions to the welfare of the ummah and the wider society.

Another reason for choosing LDII as the topic is its modern and inclusive approach in spreading Islamic values. By leveraging technology and media, LDII can reach a wider and more diverse audience and provide easy and fast access to information. This approach is highly relevant to the dynamics of modern society, which is increasingly digital and connected.

The significance and appeal of this writing lie in the in-depth understanding it provides about how a religious organization can play a multifaceted role in community development. By exploring various LDII programs and initiatives, this writing shows how religious values can be integrated with social and economic empowerment efforts. Additionally, this study aims to provide insights into effective strategies for managing community-based religious organizations in the digital era, which can serve as valuable references for other organizations with similar visions and missions.

LITERATURE REVIEW

In understanding the social dynamics and religious identity within the LDII community, Social Practice Theory offers a rich and comprehensive perspective. This theory emphasizes that daily practices play a crucial role in shaping and maintaining social structures. Through this lens, research can reveal how religious rituals, study sessions, and various social activities within LDII not only build individual identity as part of the religious community but also strengthen social cohesion among its members. By examining these practices, research can better understand the mechanisms that enable LDII to maintain the sustainability of its values and internal solidarity.

When applied to research on LDII (Indonesian Islamic Da'wah Institute), Social Practice Theory can help understand how religious and social practices within the community shape religious identity and social cohesion. For example:

1. **Social Activities** Activities such as gotong royong (mutual cooperation), Silaturahmi events, and other social activities can be seen as ways for LDII to build and maintain social cohesion. Through participation in these activities, members internalize collective values and strengthen social bonds.
2. **Teaching and Education** The teaching practices within LDII, including the teaching methods and curriculum used, play an important role in shaping the religious understanding and collective identity of its members. Consistent and structured teaching can aid in identity formation.

By using Social Practice Theory as an analytical framework, this research has revealed how daily practices within LDII play an important role in shaping religious identity and social cohesion among its members. Study sessions and various social activities in this community not only serve as spiritual means but also as mechanisms that strengthen solidarity and togetherness. Through a deep understanding of these practices, this research can see how collective values and religious identity are formed and maintained within the community. Thus, Social Practice Theory provides valuable insights into studying and understanding the social dynamics within LDII, as well as its contribution to community stability and continuity.

MATERIALS AND METHODS

Qualitative research, which focuses on understanding social and cultural phenomena from the perspective of participants, is highly relevant for exploring various aspects within religious organizations such as LDII. This method seeks to understand the meaning and interpretation of data from the participants' point of view, allowing research to delve deeper into their beliefs, values, and practices. One technique used in this research is qualitative, specifically through interviews, which enables the research to gain in-depth insights into the participants' views on contemporary issues and how LDII navigates challenges in the broader society. Through this technique, the research can identify internal and external dynamics affecting the organization, as well as strategies used to address changes and challenges in a diverse social environment.

RESULTS AND DISCUSSION

Research findings on the scope of work of Public Relations (PR) at the Indonesian Islamic Da'wah Institute (LDII) reveal that the role of PR in this organization is crucial in building a positive image and strengthening relationships with various stakeholders. PR LDII is tasked with communicating the vision, mission, strategies, and programs of LDII to the broader public, including the mass media, government, and local communities. Additionally, PR LDII functions as an effective internal communication bridge to ensure that the organization's messages are well-delivered to its members. This view is reinforced by the observation that the success of PR LDII in maintaining

transparency and accountability can enhance public trust in the organization. Furthermore, PR LDII also plays a role in responding to emerging issues in society promptly and accurately, thereby aiding in crisis management and maintaining organizational stability. Thus, the scope of work of PR LDII, which includes external and internal communication, image management, and handling strategic issues, highlights the importance of PR in supporting the overall sustainability and success of the organization.

Through an interview conducted with H.M. Abdillah, S.T., S.H., M.H., it was obtained that PR practices do not solely focus on profit. PR emphasizes mediation and collaboration with various parties. According to the statement, LDII often collaborates with other religious organizations such as NU, Muhammadiyah, and others. This effort is carried out with the hope of establishing silaturahmi (social harmony) and harmonious relations among religious organizations in Padang City.

According to Choi & Choi (2008), one of the scopes of PR work is as an agent of change, a party that can communicate the rationale or a movement for change to the audience and build and strengthen a shared vision of change. In this context, PR LDII acts as an agent of change by bridging communication between various religious organizations, thus creating better understanding and cooperation. Through this role, PR LDII not only strengthens inter-organizational relationships but also promotes positive change in society through harmonious cooperation and synergy.

This aligns with what Abdillah previously stated, *"LDII always invites the community to enhance their understanding of Islamic religious knowledge. Our hope is that the community can use this understanding as a reference in performing worship, as with knowledge, the practice of worship becomes easier to implement. We also invite all Muslims to perform worship well and help each other in society so that our goal of achieving a good life can be realized for the benefit of all."*

Through this statement, it can be concluded that Abdillah applies one of the scopes of PR work, which is as an agent of change communicating change to the community. Abdillah explains that LDII invites the community to enhance their understanding of Islamic religious knowledge. With strong religious knowledge and good worship practices, it is hoped that a more harmonious and prosperous community life will be achieved. This shows the role of PR as a facilitator in spreading the vision of change, building consensus, and strengthening the shared vision of the importance of religious knowledge in daily life. The role of PR as an agent of change not only involves relationships between individuals in the community but also drives sustainable positive change for the collective progress.

In the context of socializing changes proposed by PR practitioners, engaging in dialogue with the audience is one of the most effective strategies. This is because dialogue allows for the establishment of strong relationships between PR practitioners and the audience, which in turn becomes the key to success in gaining support and acceptance of the proposed changes. Good PR practitioners always respond to the audience seriously because they understand the importance of PR in maintaining the continuity of an institution or organization. As Edwards (2014) mentioned, the role of PR is often likened to a bridge between the institution and the audience, emphasizing the importance of two-way communication. LDII, for example, adopts this approach by making silaturahmi a crucial part of realizing its vision and mission nationally.

According to Abdillah, silaturahmi is conducted with the aim of creating a dialogue space that enables good and harmonious relationships between LDII and the community.

As stated, *"In realizing LDII's national vision and mission, it is necessary to always convey messages of peace and always maintain silaturahmi."*

By involving the audience in the dialogue process, LDII (Indonesian Islamic Da'wah Institute) hopes to strengthen community involvement and create a conducive environment for peace and harmony. Active community participation in this dialogue allows them to contribute to discussions on social, religious, and cultural issues, not just as listeners but as contributors sharing their views and experiences. This interaction increases the sense of ownership and shared responsibility for the issues

discussed and supports knowledge transfer and awareness-raising about the importance of tolerance, cooperation, and mutual understanding. By building stronger and mutual relationships between groups, LDII aims to reduce misunderstandings and prejudices that often underlie conflicts. Dialogue involving various parties also becomes an effective tool for conflict resolution, allowing all parties to listen and understand each other's perspectives, thus finding mutually acceptable solutions. Additionally, this dialogue strengthens solidarity and cooperation in society because when people feel heard and appreciated, they are more enthusiastic about working together on projects or activities aimed at mutual benefit. Thus, LDII significantly contributes to the development of inclusive policies responsive to the needs of all community members. Overall, these efforts align with LDII's mission to preach Islamic values that bring mercy to all creation and create a peaceful and harmonious environment.

CONCLUSION

The Indonesian Islamic Da'wah Institute (LDII) is an Islamic-based social organization committed to spreading Islamic teachings and strengthening the faith of the community through various da'wah, educational, and social activities. The primary goal of LDII is to nurture Muslims into individuals who are faithful, pious, and actively involved in community life based on Islamic values. To achieve this goal, LDII sets strategic objectives that include community development, community strengthening, and significant social contributions. In this regard, the role of LDII's Public Relations (PR) is crucial in communicating the organization's vision, mission, and activities to the public, building a positive image, and fostering good relationships with various parties to support the achievement of the organization's goals.

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