

Dakwahtainment's Impact on Establishing Religious Harmony

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ABSTRACT

Since modern da'wah was implemented in new media, da'wahtainment designs have long existed in people's lives, and various responses have emerged. This dakwahtainment affects religious harmony in addition to Muslims. However, the practice of preaching in new media in an effort to achieve religious harmony has received very little research attention. The purpose of this study is to provide an overview of the extent to which propaganda can serve as a substitute for fostering tolerance and reducing conflicts between religions. This study employs a quantitative approach by distributing a questionnaire to 272 religiously diverse respondents from various Indonesian cities participating in the study. The data demonstrate that Dakwahtainment significantly improves the Religious Harmony variable. The fact that the Dakwahtainment variable has a positive coefficient of 0.382 indicates that it influences the Religious Harmony variable positively.

Keyword: Tolerance, religious harmony, and dakwahtainment

INTRODUCTION

People are becoming increasingly connected to and interacting with people of various religions and beliefs as a result of globalization and advancements in information technology. Establishing religious harmony and preventing conflicts between religions are difficult given this. The capacity of people from a variety of religious backgrounds to coexist peacefully, treat one another with respect, and recognize the religious freedom of each individual is referred to as religious tolerance. Respect and acceptance of one another's religious beliefs, practices, and religions are reflected in this tolerance.

Indonesia has a wide range of religions because it is home to the world's largest Muslim population. In addition to traditional beliefs, Islam, Christianity, Hinduism, Buddhism, and Confucianism are among the religions that are practiced in Indonesia. In Indonesia, religious tolerance is crucial to preserving social diversity, harmony, and national stability. The data from the Ministry of Religion's Center for Research and Development indicate that Indonesia's religious harmony index received a high score of 72.39. Tolerance is 68.72, cooperation is 73.41, and equality is 75.03 on the KUB indicators. 136,000 respondents from 34 provinces received the KUB. Religious harmony's index score has also fluctuated from year to year. In 2017 it was 72.27, 2018 it became

70.9, 2019 it was 73.83, 2020 it was 67.46, and 2021 it has expanded 72.39 to date.

However, religious tolerance is not without its difficulties, as it is in other nations. In a few places, minor conflicts or clashes between religions persist. In this manner, it means a lot to keep on fortifying consciousness of the significance of resilience, teach the general population about the upsides of resistance, and fabricate discourse and participation between strict devotees to keep up with congruity and concordance. Indonesia's religious tolerance is a significant achievement that serves as the foundation for creating a society that is fair, inclusive, and harmonious.

Da'wahtainment emerged as a significant phenomenon in these circumstances. Dakwahtainment is a form of entertainment that combines da'wah, or the dissemination of religious teachings, with entertainment, or entertainment, and makes use of social media and digital media to spread religious messages. Da'wahtainment has the potential to play a significant role in the process of achieving religious harmony. Religious messages can be conveyed to a variety of audiences in a way that is engaging, original, and simple to comprehend through dakwahtainment. This can aid in closing religious understanding gaps, easing religious adherent tensions, and fostering tolerance and mutual understanding.

Da'wahtainment can also help people understand religious teachings in a fun and entertaining way. People may be more likely to become involved and interested in better learning and practicing religious teachings through engaging content for dakwahtainment. However, in order to use da'wahtainment to promote religious harmony, it is necessary to have a solid understanding of the religious principles that are upheld as well as the utilization of content and media that is appropriate. Da'wahtainment activists, religious leaders, and the government need to work together to develop and manage the movement so that it stays in the religious corridor and adheres to the community's accepted religious values.

Therefore, in order to provide data analysis regarding the potential of dakwahtainment in establishing religious harmony, this study raises the topic of "Dakwahtainment in Establishing Religious Harmony." The impact of preaching on religious harmony can be the focus of research in this setting.

METHOD

Quantitative research is the focus of this kind of study. According to Sugiyono (2014), the quantitative approach is a positivism-based research strategy in which the data are presented numerically and analyzed using statistics.

The methods that the researchers used to collect the data for this study, namely:

1. According to Sugiyono (2013), primary data are data sources that

directly supply data to data collectors. The distribution of questionnaires, which are data collection methods in which respondents are given a set of written statements to which they must respond, was how researchers obtained primary data (Sugiyono, 2008). Through the distribution of questionnaires titled "Log In at Close The Door" to viewers of Deddy Corbuzier's account on the Ramadan-themed program, primary data sources were gathered."

2. Auxiliary information

Optional information is a source that doesn't straightforwardly give information to information gatherers, for instance through others or through reports. (2013 Sugiyono). Secondary data used as references in this study come from literature studies in the form of theses, journals, books, and online articles that are thought to be relevant to the topic of the study.

The instrument used in this research is a questionnaire, which is a data collection tool that is used to obtain information from specific individuals or groups through written questions. The research questionnaire was prepared using this instrument. The Guttman scale is the one that is used. A score will be assigned to each of the words that can be used as responses to each statement item on the questionnaire that uses the Gutt scale. These words are as follows: No and Yes. A score of 1 is given to the "Yes" option, and a score of 0 is given to the "No" option.

Since the example that will be utilized as a respondent is an obscure populace, the specialists utilized the testing method from Isaac and Michael by alluding to the reason for deciding the quantity of tests from a specific populace with a blunder level of 10%. According to Isaac and Michael's table, 272 samples should be taken if the population is unknown or infinite with a 10% error rate. Validity, reliability, linear regression, correlation coefficient, and coefficient of determination tests are the methods of data analysis employed.

DISCUSSION RESULT

A. Variable in Knowledge

The accuracy of an instrument or measuring device in measuring the concept being measured is known as instrument validity. An instrument is said to have a high level of validity if it accurately measures the concept being measured. The calculated r value (Corrected Item-Total Correlation value) was compared to the r table value for degree of freedom ($df = n - 2$), where n is the number of samples, for the validity test. With $df = 270$ and $\alpha = 0.05$ obtained from the r table and a two-tailed test of 0.119, the number of samples (n) in this study is 272, and the magnitude of df can be calculated as $272 - 2 = 270$. The question items or indicators are considered valid if r count is positive and greater than r table

(Ghozali, 2006). The following table displays the validity test results for the research indicators.

Table 1. Results of Validity Tests

Indicator	r count	r table	criteria
1	0,39	0,119	Valid
2	0,13	0,119	Valid
3	0,48	0,119	Valid
4	0,53	0,119	Valid
5	0,49	0,119	Valid
6	0,57	0,119	Valid
7	0,53	0,119	Valid
8	0,35	0,119	Valid
9	0,47	0,119	Valid
10	0,46	0,119	Valid
11	0,61	0,119	Valid
12	0,46	0,119	Valid
13	0,54	0,119	Valid
14	0,47	0,119	Valid
15	0,39	0,119	Valid

16	0,45	0,119	Valid
17	0,51	0,119	Valid
18	0,12	0,119	Valid
19	0,57	0,119	Valid
20	0,46	0,119	Valid
21	0,38	0,119	Valid
22	0,48	0,119	Valid
23	0,40	0,119	Valid
24	0,41	0,119	Valid
25	0,35	0,119	Valid

Sumber: data primer yang diolah, 2023

Based on the test on the validity test table above, it is known that the calculated r value of all variable indicators is greater than the r table. Therefore it can be concluded that all indicators in this study are valid. To test the validity of the questionnaire, the Reproducibility coefficient and scalability coefficient formulas were also used. Reproducibility coefficient is a coefficient to measure the accuracy of measuring instruments that have been made in the Guttman scale, while the scalability coefficient is used to calculate the level of deviation. (Nasir & Effendi, 1999). The decision making criteria is if:

Table 2. Validity Standards

Coefficient	Score	Decision
Reproducibility	$\geq 0,90$	high validity
scalability	$\geq 0,60$	high validity

The reproducibility coefficient was 0.93, and the scalability coefficient was 0.85, according to validity testing conducted with Microsoft Excel's SKALO (guttman scale analysis program). If the reproducibility coefficient is less than 0.90 and the scalability number is less than 0.60, the instrument is said to have very high validity. This means that the instrument has high validity.

Test of Reliability

In the sense that it needs to be consistent and stable, the reliability test was carried out in order to obtain a reliable instrument. When used multiple times to measure the same thing, reliable instruments will produce the same data. In Ghozali (2006), Nunnaly (1967) states that a construct or variable is considered reliable if its Cronbach Alpha value is greater than 0.60.

The reliability testing for the knowledge questionnaire makes use of Ms. Excel 2012 and the Kuder Richardson 20 (KR-20) method. According to Sugyono (2012), the obtained score is a dichotomous score of 1 and 0, so the KR 20 formula is utilized. According to Sugiono (2012), the Kuder Richardson 20 formula is as follows:

$$r_i = \frac{k}{(k-1)} \left\{ \frac{Vt^2 - \sum p q}{Vt^2} \right\}$$

Information:

k = the number of question items in the instrument

p = many subjects answered 1

$q = 1 - p$

$V_t^2 = \text{varians total} = \frac{xt^2}{n}$

According to Sugyono (2012), a reliability value of 0.10 - 0.20 is very low; a reliability value of 0.21 - 0.40 is low; a reliability value of 0.41 - 0.70 is sufficient; a reliability value of 0.71 - 0.90 is high; and a reliability value of 0.91 - 1.00 is very high. If the reliability value is 0.79, then it is high, as can be inferred from this.

ANALYSIS OF LINEAR REGRESSION

The influence of the independent variable and the dependent variable, both directly and indirectly, can be examined using linear regression analysis. The results of the SPSS linear regression test can be found below.

Table 1. Analysis of Linear Regression's Outcomes

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	8.456	.336		25.203
	x	.382	.030	.613	12.737
					Sig.
					.000
					.000

a. Dependent Variable: y

Sumber: Data yang Diolah (2023)

The following regression equation was derived from these outcomes:
 The following is an explanation of the multiple regression equation:
 Religious Harmony = 8.456 + 0.382 Dakwahtainment

- A constant of 8.456 indicates that the Religious Harmony variable remains constant if the Dakwahtainment variable has a value of 0.
- A positive coefficient of 0.382 indicates that if the Dakwahtainment

variable increases by one point, the Religious Harmony variable will also increase by 0.382.

1. Examine the determination coefficient.

The coefficient of determination (RSquare) is used to determine the amount of influence that the existent independent variable exerts on the existing dependent variable and the amount of influence that other variables cannot explain. The Coefficient of Determination test results are shown in the SPSS output as follows:.

Tabel2
ResultCoefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.375	.373	.70309

a. Predictors: (Constant), x

b. Dependent Variable: y

According to Table 2, the regression model equation has an R square of 0.375, or 37.5 percent. This indicates that the Dakwahtainment variable can account for 37.5 percent of the Religious Harmony variable, while other variables not examined in this study account for the remaining 62.5 percent..

Coefficient of Correlation (R)

Tabel 3.
Table of Connection Coefficient Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.375	.373	.70309

a. Predictors: (Constant), x

b. Dependent Variable: y

Sumber: Data yang Diolah (2023)

The strong correlation between the Dakwahtainment and Religious Harmony variables is indicated by the correlation coefficient value of R of 0.613. Because the R value is positive, the correlation that occurs is positive.

2. Test F

The significance level of less than the specified error level, 0.05, is compared during this test. If the significance level (0.05) is higher than the significance value, an independent variable is considered to have a significant simultaneous effect on the dependent variable. The data that came out of the F test are as follows:

Tabel4.
Test ResultF

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.202	1	80.202	162.242	.000 ^b
	Residual	133.471	270	.494		
	Total	213.673	271			

a. Dependent Variable: y

b. Predictors: (Constant), x

Sumber: Data yang Diolah (2023)

In light of the outcomes in Table 4, the determined F esteem in the relapse model condition is 162.242 and an importance worth of 0.000. resulting in a significance level of 0.000 0.05. It is possible to draw the conclusion that the Religious Harmony variable is affected simultaneously by the Dakwahtainment variable.

3. Partial Test

The purpose of the test is to ascertain whether or not the independent variable has a partial effect on the dependent variable (individually). The outcomes of the SPSS-based analysis can be found below.

Tabel 5
Hasil Uji T
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	8.456	.336		25.203	.000
	x	.382	.030	.613	12.737	.000

a. Dependent Variable: y

Sumber: Data yang Diolah (2023)

The relationship between the Religious Harmony variable and the Dakwahtainment variable

H₀ : The Religious Harmony variable has no significant effect on the Dakwahtainment variable.

H_a : The Religious Harmony variable is significantly influenced by the Dakwahtainment variable.

A regression coefficient of 0.382 was obtained from partial calculations of the effect of the Dakwahtainment variable on the Religious Harmony variable. A t value of 12.737 and a significance level of 0.000 (p-value 0.05) are obtained with a significance level of 0.05. As can be seen from these results, the significance level is less than $\alpha = 0.05$. When the significance level is less than 0.05, H₀ is rejected and H_a is accepted. It is possible to draw the conclusion that the Religious Harmony variable benefits significantly from the Dakwahtainment variable. The fact that the Dakwahtainment variable has a positive coefficient of 0.382 indicates that it influences the Religious Harmony variable positively. The Religious Harmony variable is inversely proportional to the Dakwahtainment variable in terms of its value. As a result, the hypothesis that "Dakwahtainment has a significant effect on the Religious Harmony variable" is confirmed.

Da'wah Training, which combines Da'wah (delivering religious messages) and entertainment (entertainment), is an intriguing and innovative strategy for delivering religious messages to the general public through more contemporary media and methods, such as social media, television shows, and videos. music, for example. The following are some discussions regarding the influence of

DakwahTinment in establishing religious harmony: by employing the DakwahTinment approach, religious messages can be conveyed in a manner that is interesting, entertaining, and easy for the general public to comprehend.

Da'wah has the potential to strengthen interreligious cooperation and contribute to the creation of a harmonious society by fostering an understanding of differences and respect for each other's religious beliefs. DakwahTinment can also encourage religious participation and community participation. People might be interested in participating in the preaching activities that are presented if the content was creative and entertaining. Religious people may be able to interact, learn, and share experiences in this setting, which may strengthen religious ties..

5. KESIMPULAN

The findings of this study on the role that Da'wah Tanment plays in bringing about religious harmony are encouraging. The interest, comprehension, and faith of religious people can be increased by innovative and interesting methods of communicating religious messages through contemporary media and methods. Da'wah tainment enhances religious community interaction and communication. It is possible to foster dialogue, comprehension, and tolerance among people of various religions through content that is inclusive and respectful of differences. Naturally, Da'wah Tainment contributes to religious harmony by encouraging participation in religious activities and community participation. People can become interested in and involved in the preaching activities that are presented through creative and entertaining content.

the significance of taking a thoughtful approach and refraining from demeaning other religions in Dakwah Tainment. Delivering da'wah messages that acknowledge differences can foster mutual respect and tolerance as well as assist in reducing potential conflicts between religious communities. In general, Da'wah tainment has a lot of potential to affect religious harmony by spreading interesting religious messages, improving communication and tolerance, encouraging community participation, and valuing differences. Da'wah tainment has the potential to be a useful tool for bringing about religious harmony in society if it makes good use of this potential.

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