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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v8-i5/4233>

DOI:10.6007/IJARBSS/v8-i5/4233

Received: 07 April 2018, **Revised:** 23 April 2018, **Accepted:** 13 May 2018

Published Online: 28 May 2018

In-Text Citation: (Miswan, 2018)

To Cite this Article: Miswan, M. S. B. M. (2018). The Goal of Islamic Based Broadcasting Philosophy. *International Journal of Academic Research in Business and Social Sciences*, 8(5), 909–917.

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Vol. 8, No. 5, May 2018, Pg. 909 - 917

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The Goal of Islamic Based Broadcasting Philosophy

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Abstract

This paper was written to examine the philosophy of Islamic based broadcasting. Because of media is one of the major contributors to influencing and forming community behavior, the philosophy of Islamic based broadcasting media is particularly needed for Islamic media. So, what is the vision and goal in Islamic broadcasting media philosophy? To obtain the results, this paper is done using the document study method to reach the secondary data. Then content analysis is used to analyze the data. The results shows, the philosophy of Islamic based broadcasting media is evident to spread Islam as *al-din*, which is the way of life that organized by Islam. The aim of the Islamic based broadcasting philosophy is also to strengthen the belief in *tauhid* (Allah SWT), strengthen the belief in the day of retaliation, demonstrate and introduce Islam as a whole of life, uniting Muslims, becoming one of the sources of knowledge and learning, delivering true and transparent news and broadcast regulated entertainment in accordance with Islam.

Keywords: Goal, Philoposophy, Islamic Based Broadcasting.

Introduction

The philosophy of Islamic based broadcasting media is imitated from *dakwah* method (Zakariya & Mohamad, 2014). From the time of the Prophet Muhammad SAW, Islam has been spread through various ways accordance with the principles of a religious from the Qur'an, *hikmah*, *maw'izah hasanah* (good instructions) and *jidat billati hia ahsan* (argument in the best possible way). Allah SWT said in Qur'an means:

"Invite (all) to the Way of thy Lord with wisdom and beautiful preaching; and argue with them in ways that are best and most gracious: for thy Lord knoweth best, who have strayed from His Path, and who receive guidance" (Surah an-Nahl, 16:125).

There are some shortages in the existing broadcasting philosophy nowadays regarding its functioning to Muslims (Kanakaner & Abd Ghani, 2016). Moreover Kanaker & Abd Ghani (2016) have said, Islamic based broadcasting refers to the media whose practice *tauhid* and shariah in their philosophy in all the activities and its implementation. For that, there are some shortages

in the existing broadcasting philosophy nowadays regarding its functioning to Muslims (Kanakaner & Abd Ghani, 2016). Moreover, Kanaker & Abd Ghani (2016) have said, Islamic based broadcasting refers to the media whose practice *tauhid* and shariah in their philosophy in all the activities and its implementation. For that, media in Islamic based broadcasting philosophy must be opposed to the trend that damage, tend towards atheist, materialistic and attempts to divert Muslims from their beliefs. Media on Islamic based broadcasting also should not only restrict people from the bad things but also to promote the goodness.

Hence, this paper is specifically to discuss the two important issues that has been identified to create a clearer and stronger Islamic based broadcasting philosophy. The two important issues are the vision and the goals of the media in Islamic based broadcasting philosophy.

Vision on Islamic Based Broadcasting Media Philosophy

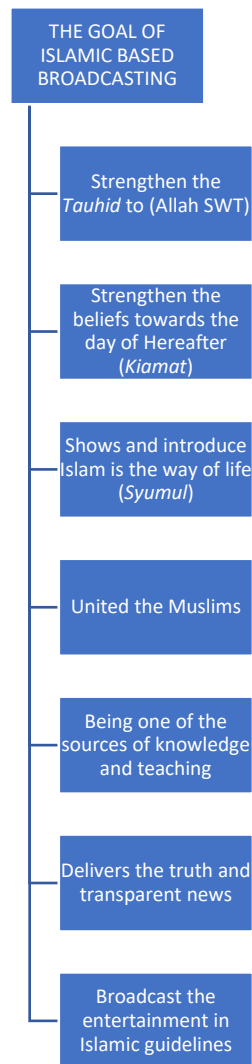
The vision of Islamic based broadcasting media must follow the methods organized by Islam as a guideline because Islam is *syumul* (comprehensive). This method is always emphasizes the submission and obedience to Allah SWT, teaching a person and society to be honest and committed to justice, compassionate towards others, freedom, always accompanying, promotes kindness, dignity and other positive values (Kanakaner & Abd Ghani, 2016).

Media is one of the branches of communication and technology. To shows that Islam is comprehensive in Islamic based broadcasting media through the televisions shows is not an easy task. Single television channel alone is hard to achieve a great vision especially theres a lot of channels people can watch such as news, children programs, religion, sports and others. Television channels can be set up for a particular group of audiences such as teenagers or certain areas such as the Qur'an or the Hadith.

If it focusing on adolescents, specific programs that are appropriate for them should be more rampant like programs on health, education, ethics and religion. The programs should be published in a differ formats such as film, television series, cartoon, news, sports, talk and so on. When it focusing on the Qur'an, then the program that related to the knowledge about tajweed (the correct method to read Qur'an), the explanation and interpretation and the laws in Qur'an can be published (Abd Razak & Ab Rahim, 2014). Not only that, the *sirah* and history contained in the Qur'an can also be presented or broadcast in a various forms of drama and film to attract audiences other than watching talk programs.

The Goal of Islamic Based Broadcasting Philosophy

The goal of Islamic based broadcasting philosophy has many missions. The main mission of the philosophy of Islamic broadcasting media through television can be summarized into seven key points. The seven points found in Figure 1 below, represent media missions in Islam.



**Figure 1 : The Goal of Islamic Based Broadcasting
(Modified from Kanaker & Abd Ghani, 2016)**

Firstly, the perspective of Islamic communications focuses on trust, attitude and behavior in the content and form of mass media. Broadcasting media should emphasize the importance of *iman* in human life (Sulaiman, 2007; Jamilin, Amin, 2011). However, today's television does not reveal the nature of Islamic faith (*tauhid*) fairly. Belief in Allah SWT or creator is a natural human instinct, but people thought different in determining who is their creator (Kanakaner & Abd Ghani, 2016).

The goal of uniting belief in Allah SWT will solve many of human problems such as suicide and fear of natural phenomena and illnesses because of the belief in Allah SWT to make a man believe that whatever happens is good and does not have to be sad. Believing in Allah SWT is by saying two words of syahadah as a sign of testimony that Allah SWT alone is worthy of worship. By pronouncing shahada, heart, mind and soul of man is free from slavery other than Allah SWT and

the bondage to create something (god other than Allah SWT) and following besides the messenger of Allah SWT, the Prophet Muhammad SAW.

Secondly, strengthening belief towards the Day of Judgment is also an important goal to be achieved in Islamic based broadcasting media. Siddiqui (1991) states that the mass media now denies the true facts of the hereafter. Most current television programs are more aimed at attracting viewers to the world of life by offering only what they desire. Unlike those programs, Islamic based broadcasting media work and aim to broadcast what the audience needs for supplies on the day of retribution (Kanakaner & Abd Ghani, 2016). This is also had been proved by Allah SWT. He said:

"Say: Who hath forbidden the beautiful (gifts) of Allah, which He hath produced for His servants, and the things, clean and pure, (which He hath provided) for sustenance? Say: They are, in the life of this world, for those who believe, (and) purely for them on the Day of Judgment. Thus do We explain the signs in detail for those who understand" (Surah al-Araf, 7: 32)

Thirdly, Islamic based broadcasting media have shown the true and comprehensive of Islam as has been revealed by the Prophet Muhammad SAW. The main aim that spread by Islamic fighters throughout the Islamic world is the concept of Islam as *al-din* and as a comprehensive way of life (Haron, 2009). The effect of this declaration, secularization, liberalization and other beliefs is not recognized by Islam as Islam teaches that religion is not separated but is integral (to be complete with its parts) for every facet of Muslim life.

The spread of this beauty and truth of Islam should be arranged in the arrangement according to the priorities based on the layout or method from the Prophet Muhammad SAW performed during his *dakwah*. The use of broadcasting media based on television at some point has been misinterpreted and has affected Islam consciously or vice versa (Hussain, 1993; Kanakaner & Abd Ghani, 2016). Furthermore, it is important for Islamic based broadcasting media through the television for example, revealing the real reality that Islam cares about the real life in the world as well as in the Hereafter (Saari (ed), 2011). These thing also had been said in the Qur'an means:

And there are men who say: "Our Lord! Give us good in this world and good in the Hereafter, and defend us from the torment of the Fire!". (Surah al-Baqarah, 2: 201)

All life related issues should be featured in a television programs for example, to emphasize that Islam is not just a ritual but also a life. For Islamic based broadcasting media to achieve perfection, the production of quality of the programs is necessary to attract Muslims and non-Muslims regardless of gender and age differences (Zakariya & Mohamad, 2014).

Fourth, uniting Muslims. This goal is important for Muslims to establish and maintain unity among Muslims. Islamic unity is founded on the belief of the concept of *tauhid* as a sign of surrenderness to Allah SWT. Therefore, in order to achieve such unity, Islamic based broadcasting media cannot have a sect (mind group) claiming that their only opinions are true and other opinions are wrong.

This *mazhab* does not exist in the time of Prophet Muhammad SAW because Rasulullah SAW stucked to Allah SWT saying:

"...It is He Who has named you Muslims, both before and in this (Revelation); that the Messenger may be a witness for you, and ye be witnesses for mankind!..." (Surah al-Hajj, 22: 78).

Therefore, the method to unite Muslims is to have one voice in all respects of life until Allah SWT gathers them in under one name which is Muslims. Allah SWT stated the benefits about unity in Qur'an:

"The Believers are but a single Brotherhood: So make peace and reconciliation between your two (contending) brothers; and fear Allah, that ye may receive Mercy" (Surah al-Hujjrat, 49:10).

The conclusion of this verse illustrates brotherhood in Islam, peace among Muslims and guidance on how to be fair with the goal of getting the blessings of Allah SWT.

Fifth, being one of science and learning resources. Seeking knowledge in Islam is a *farḍhu*. All of the useful knowledge, whether religious or worldly, is regarded as Islamic knowledge (Kanakaner & Abd Ghani, 2016). There are 791 words of *ilm* in Arabic that mean the knowledge expressed in the Qur'an (Pasha, 1993). Pasha (1993) also emphasizes that the knowledge is the most basic in human needs. Allah SWT mentions the difference between the knowledgeable and the ignorant in meaning of the Qur'an:

"Say: "Are those equal, those who know and those who do not know? It is those who are endued with understanding that receive admonition." (Surah az-Zumaar, 39: 9).

Television as a intermediaries of the broadcasting media can be a tool for teaching the illiterate and reading classes. Based on the 2013 academic year's academic, cultural and scientific organization (ALESCO) reports, for the year of 2011, illiterate in the Arab world is 27.1 percent and 60 percent are female. The report also states that a total of 6.188 million Arab children did not join the learning organization despite attaining the age limit for schooling (Kanakaner & Abd Ghani, 2016).

Actually, the aim of teaching is not to eliminate the illiterate but also to teach all the useful knowledge preceded by religion and subsequently knowledge that helps people in carrying out their daily life activities. Furthermore, education should be a basic law enacted task. According to Davies (1987), public education is the task of broadcasting media but only part of the educational broadcasting task can be overcome by Islamic countries. Education can not be done at random. Instead of education through the television broadcasting media should be guided by a model that is formed by Islam. This is because most educational systems in the Muslim world are based on western precolonial and western colonial models. Therefore, Islamic education

model through television as a broadcasting medium is important for adoption in television programs.

Sixth, delivering the truth and transparent news. Information circulation is the dominant feature of today's world media. The truth of the news is the most important thing in Islam. Mowlana (2007), stressed that news in Islam is based on truths that does not mix with deliberate falsehoods about people, events, places, issues and objects. The dissemination of negative news is not recommended in Islam (Abd Ghani, 1998). The news counterfeiting comes from the worldwide media controls by four major news agencies (BBC, Reuters, CNN, Al-Jazeera). These agencies focus ing on their own interests more than anything else. However, the truth of a news story should be questioned despite being widely disseminated to the world. Today's viewers are aware that most of the information that the mass media reports is incorrect. This makes Islamic based broadcasting media can be an alternative method for viewers to obtain true and transparent information.

In addition, there are no the absence of true values and facts about Islam in the news. The western media habitually identifies Islam as the subject of accusations in Muslim conflicts (Kanakaner & Abd Ghani, 2016). The enemy of Islam took an advantages of the wars in Palestine, Iraq, Afghanistan and Chechens by displaying the opposite of reality on the television screen. For example, news reported that five Israelis may have been shot by five Muslims, rather than saying five Israelis might have been fired by five Palestinians. Broadcasting media also reversed real facts when conflicts with Muslims (Kanakaner & Abd Ghani, 2016). For example, the news is usually that the Bosnians were killed by the Serbs but it was rarely stated that Muslims were killed by Christians but that was the reality. Because of this, the need to establish Islamic based broadcasting media is not only for the purposes of *dakwah* but for the economic and political matters is very indispensable.

Lastly, broadcasts the entertainment that is controlled in accordance with Islam. Entertainment would be helps to relax the mind. Rasulullah SAW had been said:

"Refresh the hearts from time to time because if the hearts are dull, they become blind". (Hadith Kanz al-'umal. Juz 3: 5354)

Hence, there is a need to replace the entertainment that neglects today with entertainment based on the Qur'an and Hadith. Therefore, the lack of achieving the mision of guided entertainment is not because television is inappropriate to deliver Islamic message but misrepresentation and misinterpretation lead to this. More efforts should be made to broadcast more useful entertainment on Islamic based broadcasting especially on television program.

Conclusion

Broadcasting media in any Islamic countries is far from reaching a useful entertainment level and guided by Islam advocates. Establishing goals for Islamic based broadcasting media is a simple task but to intrepretate it into reality is a dilemma especially on television today. As a visual medium, television has proven effective in delivering Islamic messages. However, loyal audiences

need to be enhanced by producing programs that are more attractive to different age groups and types of the society.

Acknowledgement

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