

Research Article

The New Concept Da'wah Islam Study Cases : Rasulullah SAW Gallery on Al-Jabbar Grand Mosque

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ABSTRACT

Islamic da'wah is an invitation disseminated in a peaceful way without violence. That's why, to communicate the da'wah may need gentleness, approach, and strictly prohibited in forcing. Along with the development of the times, it is necessary to develop methods and strategies in preaching. Sources of da'wah methods include the Al-Quran, the Sunnah of the Prophet, the life history of the Companions, and the jurists and experience. The problem of the da'wah methodology faced by today's society is the very rapid development of technology. In Bandung Regency, West Java, there is a new gallery called the Rasulullah SAW Gallery. This gallery is the first gallery in Indonesia that presents Islamic content with interactive technology nuances. This technology is used as a medium of communication in preaching in the hope of attracting interest and increasing public knowledge about the history of the journey of Islamic preaching by the Prophet Muhammad to the archipelago, especially West Java. One of the objectives of the Rasulullah SAW Gallery is to become a media of da'wah, of course there is an update of the da'wah method used. This study uses a qualitative descriptive method with data collection through observation, interviews, questionnaires, and literature studies. The data obtained comes from factual conditions in the field when conducting research, so the data obtained will be analyzed and data checked with related literature. The results of this study are expected to be able to find the application of the new concept of da'wah that is most memorable to the community.

1. INTRODUCTION

Da'wah comes from the linguistic aspect of the Arabic word which is a mashdar form of the technological word a'a, yad'u, which means an appeal, invitation, or call (Karim, 2016). Islamic da'wah is da'wah bashirah, meaning that da'wah is disseminated by peaceful means and not by means of violence and prioritizes cognitive aspects (intellectual awareness), and affective (emotional awareness). This kind of da'wah is called persuasive da'wah or persuading (Zaini, 2016). Therefore, in delivering da'wah, there is a need for gentleness, approach, and it is strictly prohibited to force. The main purpose of da'wah is to invite mankind to increase piety to Allah SAW. The material of da'wah is none other than sourced from the Qur'an and Hadith which includes aqidah, sharia, and morals with various kinds of knowledge obtained. Islam is a religion of da'wah, because it recommends spreading the truths of Islamic teachings and obliges to preach. There is no better word for Muslims than the word to call to the way of God. Thus, the task of spreading the truth of Islam is an integral part of the soul and life of a Muslim (Rahmawati, 2016). However, preaching is not just spreading, of course a method and strategy are needed. According to Muhyiddin and Safei (2002: 139-140), da'wah development methods and strategies are needed in order to form a harmonious and peaceful society (Lukman, 2020). By preaching, everyone can know the teachings of Islam and how to learn religion properly. With the right preaching media, it will be able to broadcast Islam to the maximum with the right preaching media, all groups or all generations can enter the poem (Dewi et al., 2021)



With the development of the times when talking about da'wah, many were found, methods to implement it. In Surah An-Nahl in the Qur'an, it is explained that there are 3 types of da'wah methods, namely Al-Hikmah (wisdom), Maudzah Hasanah (good advice) and Mujalah (speaking well) (Khasanah et al., 2019). But of course different treatments are carried out at different times. The sources of da'wah methods are the Qur'an, the Sunnah of the Prophet, the life stories and experiences of the companions and jurists. Of course, in addition to the efforts of various da'wah methods, it is also carried out through various approaches such as personal approaches, training, lectures, proposals and assignments (Muh Said, 2013). Many scholars of da'wah have studied the dynamics and development of da'wah methods so that they have developed. Da'wah is closely related to social religious activities, even in its development the concept of transformative da'wah emerged as a social da'wah process that leads to an ideal social order (Khasiyati, 2021).

The issue of da'wah methodology faced by contemporary society is the rapid development of technology. The development of da'wah is currently influenced by enormous technological advances fast. We can pay attention to the development of da'wah from the methods and media of da'wah used (Munawaruzaman, 2018). The continuous development of science and technology encourages humans to balance the ideals contained in the Quran and social reality. Though not only seen from one side, but there is another side that must be considered in the method of da'wah, namely the sociological side. This can be seen in aspects of social life, ranging from politics, culture, and economics which certainly require attention. Therefore, there must be several approaches that can be achieved through da'wah methods. Thus, da'wah is not only carried out with a conventional system, but must also be carried out using a multi-dimensional approach, including a structural approach, a structural approach, and a structural approach. using a multi-dimensional approach, including structural approaches, cultural approach, centripetal approach, economic approach, political approach, art approach, scientific approach, technological and humanist-psychological approach. (Syeikh, 2015). Based on the above statement, when you want to do various types of approaches in the current era, da'wah transformation is needed. Especially in the current era where everything is done all modern, and in accordance with technological developments.

Aspects of religious life do not escape the development of technology. The position of the media in da'wah is parallel to the position of da'wah itself so that media selection must be appropriate. Islamic da'wah should be made as interesting as possible especially in today's era of technological sophistication, by utilizing information technology as the main means so that the younger generation is more interested in learning and continuing the da'wah. (Ferdiansyah, 2020). Online media has become a kind of base for contemporary Islamic da'wah, but some da'wah content does not provide Islamic information, so caution is needed in receiving and understanding information conveyed by online media. The increasingly widespread flow of information around the world makes information exchange faster and easier to spread to various parts of the world, but this causes countries to create a system in media management to convey important news or information. (Rajab, 2014). Therefore, da'wah in this global era must use modern and reliable information technology in conveying the messages of Islamic teachings (Zaini, 2016). Like the Gallery of Rasulullah SAW Al-Jabbar, creating a da'wah environment that contains the Prophet Muhammad's da'wah journey to West Java in the form of a modern gallery with advanced technology. This is where the urgency of modern information technology can be utilized for various purposes, including as a medium for Islamic preaching.

The purpose of the Gallery of Rasulullah SAW is as a medium of da'wah where in general da'wah is always broadcast orally and in one direction but with the media this gallery becomes a different thing because it is delivered not just verbally but in writing and using video images and supporting material with a format that is not boring because it is not just supported by visuals but the format contained in it is shown unusually because there are several spots in the gallery with an immersive format where in a room we are like entering into a dynamic space engineering that can stimulate various kinds of movements from the body so that it can drift into a room that seems to move. thus this gallery is not just a gallery that contains information from history alone but every appreciator can enter into a different atmosphere, Thus this gallery is not just a gallery that contains information from history alone but every appreciator can enter into a different atmosphere.

The Gallery of Rasulullah SAW Al-Jabbar Great Mosque is the largest and first Islamic gallery in Indonesia which was inaugurated on March 27, 2023. This gallery presents Islamic content with interactive technology nuances. Interactive technology is the same as interactive learning multimedia. According to Surjono (2017: 41), interactive learning multimedia is a learning program that combines text, images, videos, animations, etc., which are integrated with the help of computers used to achieve learning objectives and users can interact with the program actively (Okpizal, 2022). Interactive technology aims to make visitors better understand the material presented with interaction. With this gallery, it is expected to attract people to come and increase knowledge about the history of the

journey of the spread of Islam by the Prophet Muhammad SAW to the archipelago, especially West Java and also as an informative educational facility for the community.

This research was conducted to find out how the role of the Gallery of Rasulullah SAW which became a means of da'wah wrapped in modernization from the latest technology. As well as knowing the relationship between design and the purpose of the gallery which is used as a medium of da'wah with the efforts of interviews, observations, questionnaires, and comparative studies. So that the main objective of this research is "is this gallery effective in preaching?". Of course, with the response of visitors as a scale of assessment of the effectiveness of technology and design applied as one of the media for preaching.

2. RESEARCH METHODS

The research method used is descriptive qualitative method. Qualitative descriptive research method is a method used by researchers to find knowledge or theory on research at a certain time (Rismawati Dewi Rais et al., 2020). This research uses descriptive qualitative research methods because it wants to explore the phenomenon of a new concept in preaching which is packaged in the form of different galleries using the latest technology. Qualitative descriptive research aims to provide an overview of the gallery as a whole, broad, and in-depth so that it can provide complete information about "the new concept of Islamic preaching in the Gallery of the Prophet Muhammad". Where qualitative descriptive research is defined as research that examines natural social action events emphasizing the way people interpret, and understand their experiences to understand social reality so that individuals are able to solve their own problems (Arianti et al., 2023)

This research is supported by data collection techniques obtained from the field and related literature. The data collection techniques used in this research are observation, interview, literature study, and comparative study. Observation is done to find out the situation at the location directly by relying on the five senses (Hasanah, 2016). The five senses involved are mainly the sense of sight, the sense of hearing, and the sense of touch. The results of direct observation can be a source of data used to reveal the relationship between design and this da'wah method. Interviews were conducted by gathering information from managers, consultants, and staff involved in delivering da'wah in the gallery. As well as literature studies and comparative studies are carried out to obtain related information so that it becomes supporting data in this study. This information comes from books, journals, newspapers, and other media. This comparative study was conducted to find out the difference between conventional da'wah and da'wah with galleries. So that differences will be seen in terms of information delivery, media, and behavior.

3. RESULTS AND DISCUSSIONS

3.1. *The Development of Conventional Da'wah and Modern Da'wah*

The development of da'wah is currently experiencing a fairly rapid increase, characterized by many studies related to da'wah. But on the other hand, the challenges of da'wah are getting heavier, especially in the formation of behavior or morals in accordance with the guidance of the Qur'an and Al-Hadith. The solution to overcome these limitations is to use technological assistance to form designs with software (Ciptandi, 2020). This is due to advances in information technology that affect the values of da'wah carried in it. Because da'wah methods are always adapted to the times, therefore this adjustment of da'wah is expected to make da'wah activities more persuasive and effective for da'wah recipients in any form, whether electronic media or print media such as radio, television, films, the internet, books, magazines, newspapers, and others. Progress in modernity is characterized with the magnificence of science and technology (Zulkarnaini, 2015).

In the current era of globalization, information and communication are very important, especially to inform Islamic values from one generation to the next. One of them is the development of technology. The development of information and communication technology (information and communication technology - ICT) is something that must exist and be followed by modern society today (Rosana, 2010). In relation to da'wah, technology can be used as a medium in da'wah. Because technology has a variety of media that has various properties such as audio-visual which has the advantage of being enjoyed by all groups from young, old, educated, or even disabled. When viewed from the development of the media used by preachers, namely starting with the way of hiding to openly in several ways including building mosques, holding studies, video podcasts, and others. In the development of this era, of course, the behavior of preachers changes along with the times. Time effectiveness is one of the advantages of information technology. This is due to the sophistication of information technology that has succeeded in erasing geographical space (Purwanto et al., 2017). Islamic da'wah technology can be interpreted as an effort to facilitate and improve the

performance and activities of da'wah. These efforts can be made through the creation, use, regulation of technological processes and resources. Islamic da'wah technology is a combination of human elements, machines, ideas, and procedures as well as management management. Islamic da'wah technology is abstract, so it can be understood as a complex and integrated process involving people, procedures, ideas, equipment, and organizations to analyze problems, find ways to solve problems, implement, assess, and manage problem solving.

Compared to the 90s, Islamic da'wah technology is now quite developed and widely used. Along with the rapid development of technology, the process of Islamic da'wah must be carried out more quickly and effectively. The development of da'wah in Indonesia to date has been colored by various social and cultural conditions. The occurrence of the occurrence of cultural mixing (cultural acculturation) and transculturation (intercultural attraction) is unavoidable, especially with the presence of unavoidable especially with the presence of advances in technology and information (Pardianto, 2015). Islamic da'wah at that time could only rely on teachers and preachers as the only source of da'wah material and information, using traditional methods and styles as well. In contrast to the modern era as it is today, technological developments have brought many changes to the world of Islamic da'wah.

The comparative table of conventional da'wah with modern da'wah is described in Table 1.

Table 1. Comparison of conventional da'wah with modern da'wah

Indicator	Conventional Da'wah	Modern Da'wah
Information media	– Word of mouth – One place to another – At any one time	– Internet – Radio – TV – Newspaper – Mobile phone
Place	– Mosque – Mushola – Assembly	Anywhere
Way of Delivery	Covert to overt	Straightforward
Preacher behavior	Material and emotional are more channeled, serious, and seem flat	The material seems concise and more easily accepted by the younger generation
Pilgrims' behavior	Sit and listen	Interacting
Scope of deployment	Limited	Extensive
Time	Limited	Anytime

The presentation of religion with something that smells of consumption is caused by religion itself, which is no longer considered capable of satisfying the needs of modern humans so that religion becomes something "uninteresting". Therefore, it takes various approaches with new media to recreate da'wah activities as a process that informs religious messages (Fakhruroji, 2010). The purpose of the Gallery of Rasulullah SAW is as a medium of da'wah where in general da'wah is always broadcast orally and in one direction but with the gallery media this becomes a different thing because it is delivered not just verbally but in writing and using video images and supporting material with a format that is not boring because it is not just supported by visuals but the format contained in it is shown in an unusual way, thus this gallery is not just a gallery that contains information from history alone but every appreciator can enter into a different atmosphere.

3.2. New Concept of Islamic Da'wah in the Gallery of the Prophet Muhammad

In Bandung Regency, West Java, there is an Islamic gallery located on the ground floor of the AL-Jabbar Grand Mosque called the Gallery of Rasulullah SAW as seen in Fig. 1. This gallery contains content about the history of the journey of Islam by the Prophet Muhammad SAW to the archipelago, especially West Java. The Gallery of Rasulullah SAW has one of the objectives, namely as one of the da'wah media by utilizing interactive technology as a communication medium. Interactive technology is the same as interactive learning multimedia. Interactive learning multimedia is a learning program that combines text, images, videos, animations, etc., which are integrated with the help of computers used to achieve learning objectives and users can interact with the program actively (Sari et al., n.d.). So that the content presented in this gallery is in the form of graphics and multimedia, collections, mockups, and dioramas. From all these types of content put together in the gallery room so that it becomes a unity to convey messages and stories from the journey of the Prophet Muhammad.



Figure 1. Logo Masjid Raya Al-Jabbar

In the Gallery of the Prophet Muhammad SAW there are 4 zones that divide the events of the Prophet Muhammad's journey, from the four zones, namely :

3.2.1. Pre Prophetic Zone

History of Mecca

The first room in the Pre Prophetic Zone has a motion graphic that displays the history of Mecca using animation (Fig. 2). Motion graphic is a visual media that combines graphic design and movies by adding different basic elements such as 2-dimensional object design, 3-dimensional object design, animation, illustration, photography, video, music, and typography (Fujianto & Condra, 2020). Motion graphics that display a new color in preaching where the display is concise but interesting and uses bright colors.



Figure 2. History of Mecca

The Birth of the Prophet

In this room there is an introduction video containing da'wah material about the Prophet Muhammad SAW from birth to before becoming a prophet, packaged with motion graphic animation (Fig. 3). There are several mockups and replicas of items that resemble items used during the time of the Prophet Muhammad. Replicas in the form of beds and cutlery used by the Prophet Muhammad SAW. There is an interactive screen that visitors can use by operating using touch.



Figure 3. The Birth of the Prophet

History of the Kaaba

This room uses augmented reality technology applied to digital mockups, so that visitors have an image of society at the time of the Prophet with the help of tablets carried by the guide (Fig. 4). Augmented Reality (AR), is a technology with the concept of combining the dimensions of the real world with the dimensions of the virtual world that are displayed in realtime (Bagus & Mahendra, 2016). There is a motion graphic that displays the history of the development of Mecca using animation.



Figure 4. History of the Kaaba

The Cave of Hira

This room uses floor elements made of rocks coated with tempered glass, wall and ceiling elements using materials made to resemble the texture of the stone (Fig. 5). On the walls are given some calligraphy and A-Quran verses. These elements support the creation of a spatial atmosphere that makes visitors feel as if they are in a cave and participate in the journey of the Prophet Muhammad SAW.



Figure 5. The Cave of Hira

3.2.2. Mecca Zone

Hidden Da'wah

The hidden da'wah room has several graphic panels with black walls and white writing (Fig. 6). The content contained explains the history of the Prophet Muhammad when he started preaching by hiding. There is a mock-up in the center of the room.



Figure 6. Hidden Da'wah

Open Da'wah

In this room there are motion graphics and wall projections on several walls to explain the Prophet's da'wah journey which was finally openly or openly (Fig. 7). Media used with the help of projectors and monitors.

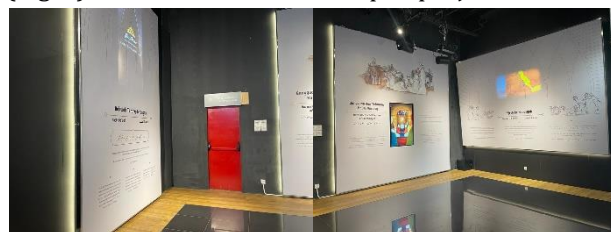


Figure 7. Open Da'wah

Isra Mi'raj

The Isra Mi'raj room offers technology in the form of immersive projection mapping, where visitors watch short video footage with a concave screen and as if they were above the clouds (Fig. 8). With the help of audio effects during the video. On the other side of the wall, there is a graphic panel containing the 5 daily prayer commands.



Figure 8. Isra Mi'raj

3.2.3. Madinah Zone

Madinah

This room has a different design from the other rooms, because it is made to resemble the atmosphere of Medina. There is a mockup of the prophet's tomb (Siti Aisyah's house), calligraphy, a replica of the pulpit, and several replicas

of other relics. In some areas there is augmented reality technology with the help of a tablet from the guide. Augmented reality is created with animation to depict the atmosphere of the era (Fig. 9).



Figure 9. Madinah

The World Spread of Islam

There is a diorama of the battle of Badr and several replicas of war equipment during the spread of Islam (Fig. 10). At some points there is lidar laser sensor technology that can capture touch sensors to explain the Hudaibiyah Agreement and the spread of Islam. Light Detection and Ranging (LIDAR) is a long-range sensor technology that uses the properties of scattered light to find the distance and information of an object from its intended target (Fikri & Rivai, 2019). On several sides of the wall there are graphic panels that explain the history of war in spreading Islam in the world.



Figure 10. The World Spread of Islam

Islam entered Indonesia

At the beginning of entering this area there is a projection mapping floor with the help of a projector from the ceiling which contains a map of the spread of Islam in Indonesia (Fig. 11). There is a graphic panel containing a map of the entry of Islam in Indonesia. There is a sequence of cities and the direction of the spread of Islam from the first to the next. The explanation used uses 3 languages, namely Arabic, Indonesian and Sundanese.



Figure 11. Islam entered Indonesia

3.2.4. West Java Islamic Zone

Islam in Cirebon

When entering this area, you will find a white gate that reads 'Cirebon Gate' signaling when Islam entered Cirebon (Fig. 12). Inside this room there are several displays and mock-ups of the first mosque in Cirebon. There are explanations on the graphic panels.



Figure 12. Islam in Cirebon

West Java Islamic figures

In this area there are West Javanese Islamic figures who played a role in the spread of Islam. Images of these figures are found on clear acrylic affixed to the walls of the room, with names and quotations under the figure's picture (Fig. 13).



Figure 13. West Java Islamic figures

Mosques in West Java

This room is filled with graphic panels explaining and miniatures of mosques in West Java (Fig. 14). The mock-ups include some of the original constructions and buildings before they were renovated.



Figure 14. Mosques in West Java

Islam in the Struggle Period

There are several replicas of items during the movement against the colonial era along with the Koran and skullcap (Fig. 15). And on the wall there is a graphic panel that explains the era of struggle in West Java.



Figure 15. Islam in the Struggle Period

Islamic Boarding Schools in West Java

In this room there are several graphic panels with explanations about pesantren in West Java containing the name of the pesantren, founder, students, mazhab, teachings, curriculum, along with several photo collections (Fig. 16). There are also some relics on display.



Figure 16. Islamic Boarding Schools in West Java

West Java Islamic Economics

The room is filled with displays, calligraphy and graphic panels that explain Islam in West Java (Fig. 17). There is a lidar laser sensor technology that can capture the hand movement sensor followed by the opening of the Quran sheet.



Figure 17. West Java Islamic Economics

West Java Islamic Culture

In this room there is a mini theater that displays video interviews about the history of mosques in West Java with their architecture and introduces the Al-Jabar Grand Mosque (Fig. 18).



Figure 18. West Java Islamic Culture

The novelty of da'wah in the Prophet's Gallery in each zone is described in Table 2:

Table 2. The novelty of da'wah in the Prophet's Gallery

Zone	Room	Novelty
Pre-Prophetic Zone	– History of Mecca	– Motion graphic
	– The Birth of the Prophet	– Augmented reality
	– History of the Kaaba	– Interactive screen
Mecca Zone	– The Cave of Hira	
	– Hidden Da'wah	– Immersive projection mapping
	– Open Da'wah	– Augmented reality
Madinah Zone	– Isra Mi'raj	– Wall projection
		– Motion graphic
		– Projection mapping floor
West Java Islamic Zone	– Madinah	– Lidar laser sensor
	– The World Spread of Islam	– Augmented reality
	– Islam entered Indonesia	– Interactive screen
West Java Islamic Zone	– Islam in Cirebon	– 360° projection mapping ceiling
	– West Java Islamic figures	– Finger and hand motion sensor Al-Quran
	– Mosques in West Java	– Wall projection
	– Islam in the Struggle Period	
	– Islamic Boarding Schools in West Java	
	– West Java Islamic Economics	
	– West Java Islamic Culture	

Source: Personal analysis, 2023

3.3. Relationship between Design and New Methods of Preaching

The design of the Gallery of Rasulullah SAW is used as an innovation in modern da'wah methods that are more interactive and provide experience to the congregation. Various efforts have been made to produce a design innovation that is considered the most optimal with increased aesthetics (Ciptandi, 2020). The design elements that support the content in the gallery are graphic content, illustrations, animations, and room interiors wrapped in technology. The table of designs applied to the new method of propagation is described in **Table 3**.

Table 3. Design's relationship to the novelty of da'wah in the Prophet's Gallery

Category	Novelty	Image
Illustrative Video	– Motion graphic – Wall projection	
Interactive Technology	– Finger and hand motion sensor Al-Quran – Augmented reality – Interactive screen – Lidar laser sensor	
Room Atmosphere	– Immersive projection mapping – Projection mapping floor – 360° projection mapping ceiling	

Source: Personal Analysis, 2023

Design can help and facilitate in delivering da'wah because design can be captured by the five human senses. These five senses are the senses of sight, hearing, and touch. There are three ways to capture preaching material on the gallery, namely visual, audio, and sensory. Visuals on the gallery in the form of graphic panels can be captured by the sense of sight so that da'wah material is conveyed through writing and images. Audio on the gallery delivered by the tour guide as a preacher is captured by the sense of hearing whose material contains an explanation of the graphic panel. While the sense of touch is obtained from interaction with media such as interactive screens, finger and hand motion sensor Al-Quran, and others.

Islamic Da'wah in the context of modern society is actually more segmented by choosing certain media for people with certain types and characters. This segmentation makes it easier to design, implement and evaluate the performance of da'wah, both individually and collectively. What is called commodification in the context of da'wah with a new approach has been a solution achieved by following the market. In this position, da'wah must have the power to weigh and sort out the media in order to maintain its idealism in conveying religious messages.

4. CONCLUSION

Da'wah is an appeal, invitation, and call to Muslims to increase piety to Allah SAW. But in the modern era, da'wah requires a method of delivering it in order to keep up with the times. One way is with a new concept of preaching by utilizing a gallery. This gallery is the Gallery of the Prophet Muhammad SAW which tells the journey of the spread of Islam to Indonesia, especially West Java. The new concept applied is preaching by using interactive technology media as a communication medium in delivering preaching. This makes da'wah more interesting and innovative. It is certainly inseparable from the role of design, where design helps in packaging da'wah material with the help of graphic content, illustrations, animations, and room interiors. Visual is an important element in the delivery of da'wah in the gallery, namely by making da'wah material in interactive technology. This interactive technology is expected to attract people to come to the Gallery of Rasulullah SAW.

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