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**Communication Planning Of The Dayah Jamiah Al-Aziziyah Batee Iliiek
Organization In Preparing Da'i Cadres**

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ABSTRACT

This Research aim to analyze (a) the process of the communication planning Dayah Jamiah Al-Aziziyah in preparing the Da'i candidate. (b) the implementation of the communication planning Dayah Jamiah Al-Aziziyah in prepare ng the Da'i candidate, (c) the implication of the communication planning Dayah Jamiah Al-Aziziyah in preparing the Da'i candidate. This research used constructivism paradigm to acquire understanding development of communication planning in preparing the Da'i candidate in Dayah Jamiah Al-Aziziyah, so that helps the interpretasion process towards this event. Qualitative approach was used in this research. Data Source of this reasearch; primary data and secondary data. Primary data obtained from interviews, observation and study of documents as well as behavior obtained from research subjects related to communication planning in preparing candidate of Da'i. the informant: 1) The Leader Dayah Jamiah Al-Aziziyah; 2) Dayah Educator and Administrator; 3) Chairman of the students organization or Senior students; 4) Students of Dayah Jamiah Al-Aziziyah. Form the informant next developed to find another information by using snowball technique (*snowball sampling*). While the secondary data is in the form of writings, recording, images or pictures related with the process of activity corresponded with communication planing. The result shows that communication planning in preparing the Da'i candidate are three steps to take: 1). The communication planning stage. In preparing the candidate of Da'i carried out audience analysis, goal setting, media selection, message design, program evaluation. 2). Implementation of communication planning. The early development of the students was equipped with an understanding of religious knowledge and Turast books. Students *muhadarah* watched by *mudabbir*. Evaluation of *muhadarah* shows an indication of having achieved success in a good category. 3) The implication of communication planning shows that students of Dayah Jamiah Al-Aziziyah won second place in Bireuen Regency in a speech competition and were able to make short films, youtuber. this shows that Dayah Jamiah Al-Aziziyah has been able to create *santri* who are ready to compete in every race.

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INTRODUCTION

Every organization in achieving the goals that have been proclaimed or set previously will be successful if the organization can make a plan. Without a good plan, the organization will likely fail, or at least in achieving these goals will experience something unexpected, in the form of enormous costs and energy. This is because planning essentially determines what will be done, and how and who will do it before the work itself is carried out (Fadhli, 2020; Wijaya, 2017).

(Budi, 2020; Mukhlisin, 2020) A series of management processes that have a very urgent role in the development of an organization is planning. Because planning is one of the first and foremost functions in management. Talking about planning, you will find various forms and variations, such as goals, policies, procedures, and programs, but keep in mind that regardless of its form, planning will play a very important role in the development of an organization, including strategic planning or English. English is known as *strategic planning*. Strategic planning is becoming increasingly important for managers, especially in determining the main objectives with the intent and mission as a means to achieve them, providing a long-term basic framework for the form of strategic planning. Strategic planning itself can be interpreted as a process of selecting organizational goals that are the targets of management, determining policies and programs needed to achieve certain goals to achieve goals and determining the methods needed to ensure that the policies in this strategic program can be implemented (Utami, 2021).

Dayah Jamiah Al-Aziziyah, which was founded in 2012, currently has 735 students. Starting from 2016, this educational institution already has graduated. From the results of initial interviews with several administrators, the graduating students, both those who continued their education at the institution or who continued their education to other dayah in Aceh, have good potential that is no less competitive with other students in Aceh. dayah was first established a dozen years ago. Dayah Jamiah Al-Aziziyah's Batee Iliek in a very short time has been able to accommodate a fairly large number of students. Dayah Jamiah Al-Aziziyah Batee Iliek is one of the *salafiyah dayah* who has implemented religious education with general education. Dayah Jamiah Al-Aziziyah Batee Iliek continues to grow following the times. The quality of students continues to be improved, in pursuing education, students are not only equipped with religious knowledge but also general knowledge such as *Information and Communication Technology (ICT)*. this show a success. Dayah Jamiah Al- Aziziyah Keep going and take part in creating students who are

faithful and devoted as well as knowledgeable about knowledge and technology (IMTAQ/IPTEK). One of the extracurricular programs developed in the learning process is *muhaarah* (exercise) make a speech), with the goal for prepare students to become reliable and professional preachers.

Prepare Students Becomes cadre capable da'i communicate in front of an audience no easy, then required a planning communication organized organization neat so that the cadre program da'i at Dayah Jamiah Al- Aziziyah Batee Iliiek come true as expected. The plan that as a tool for helping young *people* (ustadz companion) streamline and direct activities on achievement more optimal goals, even plan it is also useful for To do control and evaluation in guiding students to become da'i .

Based on the description above, the author is interested in conducting research on the organizational communication planning of Dayah Jamiah Al-Aziziyah Batee Iliiek in prepare cadre da'i for some reason Dayah Jamiah Al-Aziziyah has a big contribution to da'wah and social activities, seen from the development of Dayah to general education and the college focuses its students on participating in the *muhadara program* h. This institution is a dayah that has modernized the management process. cadre process da'i through the pulpit as well as YouTubers and others. This organizational structure has a distribution that is structured professionally so that it is expected to be more optimal in the planning process.

RESEARCH METHODE

The research location this conducted on Dayah Jamiah Al-Aziziyah Batee Iliiek. Dayah nature study this, researcher use paradigm constructivist with approach method study qualitative. The types of data collected in this study were oral and written data. As for data retrieval in the study, this method *snowball sampling* is informant key show people who know about current problem researched for complete his statement(Sugiyono, 2020).

Data collection techniques were used with observation, interview, and documentation study. while the data analysis technique is carried out in three ways, namely data reduction, data presentation, and conclusion drawing/verification (Basrowi & Suwandi, 2008).

RESULT AND DISCUSSION

Stages of Organizational Communication Planning in Preparing Da'i Cadres in Dayah Jamiah Al-Aziziyah Batee Iliiek

a. Audience analysis

The steps we took at the beginning of the establishment of this educational institution were to develop a vision and mission. This thing is a future development so that this Dayah can become a center of achievement education in realizing scholars, intellectuals, and practitioners who are knowledgeable and have noble character. The steps we take are:

- 1) Provide education based on *aqidah ahlussunnah wal jama'ah* and worship based on *fiqh Syafi'iyah*.
- 2) Educate and foster piety of students and the ummah through faith, knowledge, charity, and *da'wah bil-hikmah wal-mau'idhatil-hasanah*.
- 3) Strengthen, maintain and maintain Islamic values under the understanding of the *salafush-shalih scholars*.
- 4) Creating a generation of people who are independent and able to work within the framework of Faith, Islam, and Ihsan.

In compiling the mission so that whatever we plan is under what the community wants, in compiling this vision we also present stick holders consisting of community leaders and guardians of students who can represent several regions in Aceh. Each of them conveys the inspiration following intent and purpose. The next step that we take is to work with the MUDI Dayah of the Samalanga Grand Mosque which is related to teaching staff.

The results of this collaboration have yielded maximum results, in which since the first year of its establishment Dayah Jamiah Batee Iliiek has been sent teaching staff from Dayah MUDI as additional caretakers apart from the teachers who have settled in Dayah Jamiah itself. So with the help of the teacher, we can run the programs that we include in the vision and mission.

To achieve this program, so Each teacher is given the task of nurturing the students according to their respective expertise. Our students from the first year of acceptance of new students until now consist of three levels of education, namely SMP, SMK, and lectures. In our future program, when they graduate, they will not only hold a formal diploma, but they must be able to appear in society to spread Islamic da'wah. In future programs, they will also become cadres as teachers who can educate the next generation.

b. Determination Destination

The goal to be achieved in the science development program is to realize graduates who can understand Islamic science and can practice it in everyday

life. Furthermore, what is highly expected from the students is that the knowledge they already have can protect and direct the community by religious demands and be able to solve all kinds of religious problems faced by the community.

c. Media Selection

The first media that was prepared was to convey shari'ah messages through the pulpit because it was a religious need such as Friday sermons and other sermons. Second, social needs such as releasing bodies and other ceremonial events. They are expected to be able to convey da'wah messages through recitations for all levels (children, youth, adults, and people if needed). Preaching using social media has also begun to be taught. Following this activity s queue at Dayah Al- Aziziyah Batee Iliiek in ICT development.



Picture 1.

An activity Students Dayah Al-Aziziyah Batee Iliiek In ICT Development

It is hoped that the graduates will be able to take part in society following technological developments, so they are taught computers and networks, multimedia and electronics when they are in Dayah. So that they can reach not only through the pulpit but also through social media and it is hoped that they will become YouTubers in the context of developing Islam in the future.

d. design Message

About message design, we do it continuously, either in formal education or non-formal education (dayah). In training their language skills, they can study at *mabna* language about how to use good language in society. As for rhetoric, they can study in lectures and also in *muhadharah lessons* (speech

exercises) every Friday night which is regulated by the public relations department of Dayah Jamiah Al-Aziziyah Batee Iliiek.

In speech practice, students are divided into several groups according to their respective regions and are trained by teachers who come from that area as well. In the practice of giving speeches, students are trained to first understand and master the message they want to convey according to the title given. They are also trained in good language and style according to the prepared message.

e. Program Evaluation

Activities at Dayah Jamiah Al-Aziziyah Batee Iliiek every Friday morning held an evaluation meeting of all the planned programs. The meeting discussed the results that have been achieved and the obstacles that occur in the field. In a meeting, every morning Friday that is attended by the senior Dayah teachers Association Batee Iliiek is led directly by the leader Dayah alone. The meeting also discusses the weekly program. Besides from it's by every head part also evaluate by respective fields. Problems that don't could be solved in meeting head part, then Thing it is reported to the leader and then party leader makes meeting team format. The conclusion is drawn in meeting the be delivered return to head the part concerned for the run.

Implementation Planning Organizational Communication in Preparing Da'i Cadres At Dayah Jamiah Al-Aziziyah Batee Iliiek Dayah Jamiah Al-Aziziyah Batee Iliiek to create a cadre of da'i who can be involved in society is that they are equipped with the strengthening of mature religious knowledge. Strengthening process the conducted to train students to be able to read the Arabic book without lines. To realize Things the Students are required to understand the knowledge of *sharaf* and *nahu* at level class one and two.

The first step was taken by the parties Dayah Jamiah Al- Aziziyah Batee Iliiek are students required to memorize the rules *nahu* and *sharaf*. After rules the memorized they are required to understand them. Memories that are not accompanied by strong understanding will be in vain. After rule, they mastered start they try to use rules the study the books in text Arabic that is still lined up, like a book of *matan wa taqrib* in field fiqh, the book of *taisir al -khalak* in field ethics, the book of monotheism in field aqidah During one year.

As for the stages beginning in implementation of planning program student communication more formerly equipped with understanding religious knowledge through the book of turast.



Picture 2.

An Activity Santri Dayah Jamiah Al-Aziziyah Batee Iliiek

In year second (class 2) the students already start studying books with Arabic text bald (no lineup). After three years of study, they will be awarded a diploma equivalent (*muadah*) Tsanawiyah and after six-year study, they will award the diploma of 'Aliyah. Activity learning and teach managed by the department of education. along with the way wheel The education of the students is also required practice (practice) according to what are they learn. Well related to worship or ethics. So in Thing, the whole Students are required to pray five times with the congregation. While students are recommended morals glorious in life every day. Besides that guidance, motivation, and advice are good specifically carried out by the teacher or personally general Keep going done.

Advice by general is usually given by senior Dayah teachers Jamiah Al-Aziziyah Batee Iliiek by taking turns a month once in the mushalla after Salat sunset. According to the information we receive from chairman that part of worship has no standard schedule depending on the condition in the field. Activity this supervised by the Dayah worship section Jamiah Al- Aziziyah Batee Iliiek.

Activity students who are carried out on each night Friday practice making a speech or called with *good luck*. Implementation *good luck* this as *Public Speaking Training*, for train students become reliable preachers In the activity the student inside some tribe (group) appropriate with each area. They are guided by senior students and the teacher council from the same area. Activity the done so that students are capable convey messages da'wah to the Public

following what the audience wants. Inactivity is the medium used in the pulpit and this is the priority.



Picture 3.

An Activity *Muhadarah* Santri Dayah Jamiah Al-Aziziyah Batee Iliék

Interview results with head Dayah public relations department Jamiah Al-Aziziyah Batee Iliék explain activity preach with using the pulpit is Sharia demands that are not can be omitted, such as as well as the Friday sermon. Although there are people who think that preaching past the pulpit is not effective. Preaching with using the pulpit permanent no can be omitted, then because thereby students are required man stand up in front of an audience to convey messages da'wah.

Interview results with head Dayah's public relations department Jamial Al- Aziziyah students are grouped following each area, he explains that with seeing to the custom habit after graduation they will return to each area. One area with other areas has custom different customs, then During they are in Dayah make a speech they trained under custom each other's customs.

Implications of Organizational Communication Planning In Preparing Da'i Cadres at Dayah Jamiah Al-Aziziyah Batee Iliék .

The impact that has resulted from communication planning programs in realizing future da'i cadres is that currently all graduates from Dayah Jamiah Al-Aziziyah Batee Iliék who want to serve in Dayah, some are recruited as Dayah administrators, school administrators in formal and tertiary institutions, and

some are appointed as the board of dayah teachers and teaching staff in schools. According to economics, the results achieved mean a lot for HR for the development of our institution going forward.

Development in field da'wah other generated Dayah Jamiah Al- Aziziyah Batee Iliek is in 2019 students Dayah Jamiah Al- Aziziyah Batee Iliek succeed reach champion two districts Bireuen on the branch contest make a speech in Indonesian. The success that has been obtained by Students Dayah Jamiah Al- Aziziyah Batee Iliek this show that Dayah Jamiah Al- Aziziyah Batee Iliek has capable create ready students to compete in every race. Students Dayah Jamiah Al- Aziziyah Batee Iliek who excels in the competition makes a speech in language English and language Indonesia. Another result achieved is the Students Dayah Association can make short films about the life of students and their fortitude in-demand science. Part of they already registered as YouTubers in convey lectures short. Development in field language that part Students Dayah Association already can make a speech in language English and already capable translate texts speak English to incorrect Indonesian. Students Dayah Jamiah Al- Aziziyah Batee Iliek capable translate text from Arabic to in Indonesian.

DISCUSSION

Organizational communication planning is a formulation of what will be achieved and what actions will be taken to achieve the goal of forming the *santri* at Dayah Jamiah Batee Iliek to become a da'i. as an effort to prepare da'i cadres at Dayah Jamiah Batee Iliek communication planning is meant a written statement of a series of descriptions of actions about how a communication activity will or should be carried out to achieve behavioral change as expected (Mustofa, 2018; Nofrion, 2018; S, 2007).

The *Muhādarah activity* as a communication activity is carried out at Dayah Jamiah Batee Iliek to create prospective *dā'i* who have competence and skills, and have a far-sighted vision. Judging from the initial idea, the emergence of the implementation of *Muhādarah* , especially in Dayah Jamiah Al-Aziziyah Batee Iliek, is very relevant. From this context, it has a meaning that the implementation of *Muhādarah* can build a very good communication plan and answer the needs of prospective da'i .

Regarding the purpose of the *Muhādarah* carried out, it is to realize da'i who can master the material to be conveyed and also have the ability to convey messages of Islamic teachings through lectures. Goals like this are very good, but there are still many shortcomings in good implementation in training the

mentality of the students or mastery of the material. This deficiency is caused by the lack of *mudabbir* professional (coach).

Referring to the structure of the Dayah Jamiah Al-Aziziyah Batee Iliiek, the implementation of the *Muhādarah program* is under the supervision of the Public Relations section. Judging from the management system, Dayah Jamiah Al-Aziziyah Batee Iliiek already has good management in managing the curriculum and its implementation. The leader's job is to regulate and supervise. The one who runs it is the head of the section under the leadership (Hasbi & Amiruddin, 2008; Kahar, 2021).

Muhādarah activities are carried out on Friday night after the Isha prayer and this has become a standard rule in Dayah Jamiah Al-Aziziyah Batee Iliiek which cannot be contested anymore. *Muhādarah* activities are carried out on Friday nights to realize worship that is different from other nights. Furthermore, on Friday night the book recitation activity was abolished (holiday) but was replaced with *Muhādarah* (Fitriani, 2020).

The students at Dayah Jamiah Al-Aziziyah Batee Iliiek in mastering the *da'wah* material to be conveyed have been very good, especially for students who already can understand the books they have studied. As for the students who do not understand the book well or have not been able to do it at all, they are assisted by senior students in each *tribe* or some are guided directly by *the gure peu repeat*.

The efforts made by the *mudabbir* like this are indeed very good, re-examining and improving the materials that have been prepared by the *santri* to be adapted to the given title. The students appear on a predetermined night by not reading the text. This method is good because it is not tied to the text and can also train students in processing materials that have been prepared according to the conditions where the *da'wah* takes place.

The implementation of Controlling *Muhādarah activities* at Dayah Jamiah Al-Aziziyah Batee Iliiek is that during the *Muhādarah activity*, each group is accompanied by a *mudabbir* to oversee the running of the *Muhādarah activity*. The *Mudabbir* who controls the running of the activities conditions the students who take part in the *Muhādarah activities* to pay attention to the *da'i* (students on duty) and evaluates each student who appears and then gives direction to the deficiencies found.

The languages used in the implementation of *Muhādarah* on Dayah Jamiah Al-Aziziyah Batee Iliiek are Indonesian, Arabic, and English, *Muhādarah* in these two foreign languages is carried out by all *tribes* within the Dayah Jamiah Al-Aziziyah Batee Iliiek environment. *Muhādarah* in these two languages is only

carried out by students who are actively learning Arabic and English. Hereby shows that the training of *Muhādarah* in Arabic and English is still implemented.

In terms of language, *Muhādarah* is something very important according to the level of language used and understood by the listener. Even language is an art in itself that must be possessed by *da'i* to give more impression to the message conveyed. This language is very urgently owned by the *dā'i* before conveying the message of *Muhādarah*. In implementation *Muhādarah* which is preceded by the use of good language that has been prepared will form a preacher who is ready to appear in front of the public. Indirectly, it has an impact on the effectiveness of the *Muhādarah* that is carried out. Thus, in terms of a good and appropriate language, as well as having the artistic value of language, will determine the quality of a person's *da'i* (Firdaus, 2018).

Implementation evaluation carried out *Mudabbir* at Dayah Jamiah Al-Aziziyah Batee Ilike is very influential to achievement success student. This thing shows that built interaction Between *Mudabbir* and students has given a good contribution in prepare Students the become figure quality preachers. Evaluation This is done to find the shortcomings that can be improved in the future.

Every student who appeared to preach in implementation *Muhādarah* did an assessment by *mudabbir*. it means *Mudabbir* has a role important as designer activity planning communication in To do evaluation activity students, while Students that alone as a subject from implementation planning communication that has been set. An assessment carried out *Mudabbir* to students who appear in *good luck* has to give an impact positive and significant influence on a student at Dayah Jamiah Al- Aziziyah Batee I like to prepare herself Becomes *da'i*. This thing is proven in results percentage on each obtained indicator Students with category score good. From the description above clear planning communication has made the students find teak themselves so that implementation of the *supervised* blessing *Mudabbir* give results in creating reliable *da'i* in Dayah Jamiah Al- Aziziyah Batee Ilike. This thing is conducted by the theory of communication penetration social use.

Muhadara program must be continued and nurtured properly. With this program, it is very helpful for dayah graduates when they are in the community. On the other hand, any deficiencies that occur in the implementation of *muhaarah* must be avoided and immediately find a solution to prevent, so as not to give birth to *the dā'i who are not competent*. *Incompetent dā'i* are caused by several things, including *not having broad insight*, very poor mastery of the material, delivery of material that is not following the conditions

of the local community, and so on. *Incompetent* dā'i will bring division to society. This deviates greatly from the basic aim of Islamic *da'wah* itself.

The use of media as a communication tool influences the implementation of *muhaarah*. The media that is meant in this context is as equipment to support *muhaarah training*. Using the media in the form of a hand cam will affect the appearance of the students. Next, by looking at and evaluating the performances of the candidate *for dā'i*. The *tribes* or groups of *muhaarah* in a *dayah*, must prioritize adequate funding sources as well to allow using a variety of media. Implications to the effectiveness of the *muhaarah* carried out and the expected results will be achieved optimally.

Mudabbir commits to planning communication through the implementation of this *muhadara*, so that prospective *da'i* have equal abilities by giving equal opportunities to appear without subjectivity in determining participants and the topics raised. For those who have talent and other basic abilities, there is no need for private coaching efforts, but they are immediately scheduled periodically. Meanwhile, for beginners, emphasis is placed on appearing first as a *ta'aruf* who introduces himself, his origin, family, and educational background. When viewed from the point of view of lecturing training, it gives meaning to guidance in stages according to the basic competencies that students already have.

3 things are most urgent noticed in practice candidate *da'i*. First; practice student mentality. Implementation of *good luck* is formed habituation. Students in mentally trained in front of the audience. Second, mastery of the material; After having a strong mentality, students are accustomed to taking lecture materials from the books or books they have studied, not taking it directly from *da'wah* guidebooks or memorizing the contents of other people's speeches. The third is to practice style and art, both the art of language and the art of dressing.

From the description of the discussion above clear existence of *Mudabbir*. To do guidance, direction, and supervision in activity *directional* has to give a contribution to success planning communication that has been designed. Interaction capable awaken spirit. Students prepare themselves as candidate *da'i*.

CONCLUSION

Careful organizational communication planning can generate accommodated activities, because organizational communication planning provides a direction for achieving the expected goals, namely preparing students to become reliable *da'i*. And vice versa if there is no organizational communication plan designed, it will not work well and will not be systematic. So that it produces a job or results that are not optimal. In preparing *da'i* cadres,

communication planning includes; audience analysis, goal setting, media selection, message design, and program evaluation. Implementation of organizational communication planning in preparing da'i cadres at Dayah Jamiah Al-Aziziyah Batee Iliiek was carried out in the form of muhadharah (speech training). The implementation process includes; *Planning* (planning), *Actuating* (Implementation), *controlling* (supervision), and *evaluation* (assessment). These four elements are benchmarks for the successful implementation of organizational communication planning in preparing da'i cadres in Dayah Jamiah Al-Aziziyah Batee Iliiek. The implications of organizational communication planning show that Dayah Jamiah Al-Aziziyah's students won second place in the Bireuen district in a speech competition and were able to make a short film, you tuber. This shows that Dayah Jamiah Al-Aziziyah has been able to create students who are ready to compete in every competition.

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