

ABSTRAK

Gejala keruntuhan akhlak khususnya di kalangan remaja semakin serius dan merumitkan seolah-olah menggambarkan mesej penyampaian ilmu pendidikan Islam di semua peringkat terutama di sekolah dan institut pengajian tinggi tidak mencapai objektif dan kurang berkesan. Kajian ini memberi tumpuan kepada aspek pelaksanaan komunikasi dakwah pensyarah dalam proses penyampaian pengajaran dan pembelajaran dan penerimaan pelajar terhadap penyampaian mereka. Secara lebih khusus, kajian mengenal pasti pelaksanaan komunikasi dakwah pensyarah pendidikan Islam dari aspek tugas pensyarah sebagai da'i, media komunikasi yang digunakan, penggunaan uslub dalam penyampaian, mesej dalam penyampaian dan halangan dalam komunikasi dakwah pensyarah. Selain itu, kajian ini memberi tumpuan kepada penerimaan pelajar terhadap komunikasi dakwah pensyarah pendidikan Islam terhadap lima aspek iaitu tugas pensyarah sebagai da'i, penggunaan media dalam penyampaian, bentuk penyampaian mesej, uslub dalam penyampaian dan maklum balas/respon pelajar terhadap komunikasi dakwah pensyarah. Kajian ini menggunakan metode kajian perpustakaan dan kajian lapangan. Responden terdiri daripada 16 orang pensyarah pendidikan Islam dan 240 orang pelajar Tamadun Islam sesi Jun 2013 yang dipilih secara rawak. Pengumpulan data berdasarkan temu bual bersama pensyarah dan pendedaran soal selidik kepada pelajar. Di samping itu, turut dilakukan observasi ketika pelaksanaan pengajaran dan pembelajaran dalam kalangan pensyarah di dalam bilik kuliah. Hasil kajian mendapati secara umumnya, para pelajar kurang memiliki penghayatan agama. Oleh itu, para pensyarah sebagai da'i melaksanakan pelbagai program dakwah, pengubah suaian sesi pembelajaran serta perhatian pelajar bagi memenuhi keperluan dakwah, psikologi dan fisiologi pelajar dengan penggunaan pelbagai media dan saluran serta pelbagai uslub yang sesuai. Walau bagaimanapun, kekurangan fasiliti dan kurang ilmu menjadi faktor halangan dalam penyampaian

dakwah pensyarah. Bagi pihak pelajar pula, responden menerima secara positif pelaksanaan komunikasi dakwah yang berlaku antara pensyarah dan pelajar. Kajian mendapati pelajar meletakkan kredibiliti yang tinggi terhadap tugas pensyarah sebagai da'i dan setuju dengan pemilihan media yang digunakan oleh pensyarah sebagai saluran penyampaian dakwah. Pelajar juga bersetuju menerima mesej penyampaian pensyarah dengan baik dan mengakui uslub pengajaran yang digunakan adalah sesuai. Walau bagaimana pun masih terdapat kelemahan dan kepincangan yang perlu diperbaiki terutama aspek kekurangan fasiliti dan ilmu yang memberi kesan besar terhadap pelaksanaan komunikasi dakwah dalam penyampaian pengajaran dan pembelajaran.

ABSTRACT

The moral decline that occur especially among the youth is getting serious and complicated, as it gave a strong indication that the current delivery of Islamic Education on all levels especially in schools and higher education institutions is unable to attain its goals and ineffective. This study is focusing on lecturer's ability to implement the message of da'wah in teaching and learning process as well as students' acceptance of their presentations. To be specific, this study identify Islamic Education lecturer's ability to implement the message of da'wah in terms of their role as preachers , medium of communication used, methodologies used in presentations, messages in the presentations and obstacles faced by lecturers on delivering the message of da'wah. In addition, this study is focusing on five aspects that influence students' acceptance of Islamic Education lecturers' message of da'wah. These aspects are lecturers' role as preachers', medium of communication used, what form the message delivered, methodologies used in presentations, and students' response of lecturers' communication of da'wah. Methodologies used for this study are field studies and library researches. Respondents consist of 16 Islamic Education lecturers and 240 Islamic Civilisation students June 2013 session who are randomly selected. Data collections are based on interviews with lecturers and distribution of questionnaires to students. Plus, observations are also carried out during teaching and learning conducted by lecturers in lecture hall. The result of the study found that generally, students' suffer lack of religiosity. Thus, as part of their role as preachers, lecturers must organise a variety of da'wah programs, altering the learning session and attracting students attention by fulfilling his psychological and physiological needs as well as his need for da'wah through the usage of selected media, channels and methodologies that lecturers found to be suitable. However, their efforts to spread the communication of da'wah are hampered by the lack of knowledge and facilities in the area. Meanwhile for students,

respondents positively accept the communication of da'wah carried by lecturers. Study also found that students put more emphasis on excellent credibility over lecturers' role as preachers and agreed with the selection of media as medium to deliver da'wah. Students also agreed that they are able to accept the message delivered by their lecturers and admit the methodology used while teaching is suitable. Despite of that, there are still flaws that need to be addressed especially in terms of lack of facilities and knowledge that seriously impacted the implementation of communication of da'wah in terms of teaching and learning process.