

The Theory of Communicative Action in Da'wah

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Abstract

This study embarks on an in-depth exploration of the application of Jürgen Habermas's Theory of Communicative Action in the context of Da'wah. Despite Da'wah's pivotal role in Islamic societies, there is a conspicuous absence of literature that applies modern communication theories to this practice. This paper aims to fill this gap by scrutinizing how the Theory of Communicative Action, a framework devised for understanding social interactions and communication, can be utilized in Da'wah. The research employs a qualitative approach, with secondary data gathered from a comprehensive review of existing literature on both Da'wah and the Theory of Communicative Action. The findings reveal that the principles of the Theory of Communicative Action can indeed be applied to Da'wah, offering fresh insights into how this religious practice can be understood and executed more effectively in today's society. Furthermore, this study identifies potential areas for future research, thereby contributing to the ongoing academic discourse on this topic. The implications of this research are substantial, as it not only enriches academic knowledge but also offers practical insights for those engaged in Da'wah. By applying the Theory of Communicative Action more effectively in contemporary society. keyword: Theory of Communicative Action, Da'wah, Islamic Societies

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Kajian ini memulai eksplorasi mendalam terhadap penerapan Teori Tindakan Komunikatif Jürgen Habermas dalam konteks Dakwah. Meskipun peran dakwah sangat penting dalam masyarakat Islam, masih sangat sedikit literatur yang menerapkan teori komunikasi modern pada praktik ini. Makalah ini bertujuan untuk mengisi kesenjangan ini dengan mengkaji bagaimana Teori Tindakan Komunikatif, sebuah kerangka kerja yang dirancang untuk memahami interaksi dan komunikasi sosial, dapat dimanfaatkan dalam Dakwah. Penelitian ini menggunakan pendekatan kualitatif, dengan data sekunder yang dikumpulkan dari tinjauan komprehensif literatur yang ada mengenai Dakwah dan Teori Tindakan Komunikatif. Temuan ini mengungkapkan bahwa prinsip-prinsip Teori Tindakan Komunikatif memang dapat diterapkan pada Dakwah, memberikan wawasan segar tentang bagaimana praktik keagamaan ini dapat dipahami dan dilaksanakan secara lebih efektif dalam masyarakat saat ini. Selain itu, penelitian ini mengidentifikasi bidang-bidang potensial untuk penelitian di masa depan, sehingga berkontribusi pada wacana akademis yang sedang berlangsung mengenai topik ini. Implikasi dari penelitian ini sangat besar, karena tidak hanya memperkaya pengetahuan akademis namun juga menawarkan wawasan praktis bagi mereka yang terlibat dalam dakwah. Dengan menerapkan Teori Tindakan Komunikatif secara lebih efektif dalam masyarakat kontemporer.

Kata Kunci: Teori Tindakan Komunikatif, Dakwah, Masyarakat Islam

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Introduction

Da'wah, an Arabic term that translates to "invitation" or "call," is a fundamental aspect of Islam. It refers to the act of inviting or calling people to understand and accept the teachings of Islam (Saputra, et al., 2021). Da'wah plays a significant role in Islamic societies, serving as a means of spreading the message of Islam to both Muslims and non-Muslims alike. It is considered a collective obligation on Muslims, with the aim of guiding those who have gone astray back to the path of Allah. In some established Islamic nations, Da'wah is inherent in the practice of politics and serves as the basis for state promotion of social, economic, and cultural activities. It is also seen as a means of forming bonds with people that may be very different in their thinking and way of life (Briandana et al., 2020).

Despite its significance, there is a noticeable gap in literature regarding the application of modern communication theories in Da'wah. This study aims to bridge this gap by examining how the Theory of Communicative Action can be applied to Da'wah.

The relevance of this theory to Da'wah lies in its focus on communication as a means to coordinate action socially. Given that Da'wah involves conveying the message of Islam to others, it inherently requires effective communication. The Theory of Communicative Action provides a framework for understanding how this communication can take place (Baxter et al., 2013).

Despite the significant role that Da'wah plays in Islamic societies and its inherent reliance on effective communication, there is a noticeable gap in literature regarding

the application of modern communication theories such as the Theory of Communicative Action in this context. This lack of research leaves unanswered questions about how these theories could potentially enhance our understanding and practice of Da'wah.

The purpose of this study is to examine how the Theory of Communicative Action can be applied to Da'wah. By doing so, it aims to fill the existing gap in literature and provide new insights into how Da'wah can be understood and carried out more effectively.

This study contributes to both academic knowledge and practical applications. Academically, it enriches the existing body of knowledge by bridging a gap in literature and providing a new perspective on Da'wah through the lens of the Theory of Communicative Action. Practically, it offers insights that could potentially enhance how Da'wah is practiced, particularly in terms of communication strategies. Therefore, this study holds significance for scholars interested in this field as well as individuals involved in practicing Da'wah.

Literature Review

Overview of Communicative Action Theory

The Theory of Communicative Action is a social theory developed by Jürgen Habermas, a German sociologist and philosopher. This theory is centered around the concept of "communicative action," which Habermas defines as communication that is oriented to achieving, sustaining, and reviewing consensus. In this form of action—or, more properly, interaction—participants pursue their goals either on the basis of an existing consensual understanding or with the aim of developing that kind of understanding (Chriss, J.J. 2022).

Habermas sets his concept of communicative action within a concept of society he calls "lifeworld". The lifeworld, according to Habermas, is the basic conception of society, to be amended or supplemented only for cause. He argues that in the course of social evolution, systems of economic and political action arise whereby action is coordinated by the consequences of self-interested action, rather than consensual understanding. In summary, the Theory of Communicative Action provides a framework for understanding social interactions and communication, emphasizing the role of consensus and understanding.

Application of Communicative Action Theory in Da'wah

The application of the Theory of Communicative Action in Da'wah can be seen in how communication is used to spread the message of Islam. Da'wah involves conveying the message of Islam to others, which inherently requires effective communication (Aini et al., 2022). The Theory of Communicative Action provides a framework for understanding how this communication can take place. For instance, in Da'wah, communicative action can be seen when individuals engage in dialogue about Islamic teachings. This dialogue is not just about conveying information; it's also about reaching a mutual understanding and consensus about the teachings being discussed. This aligns with Habermas's idea of communicative action as being oriented towards achieving consensus (Hugh Baxter, 2013). So, the Theory of Communicative Action can be applied to Da'wah to enhance its effectiveness by fostering understanding and consensus through dialogue.

Da'wah Mujadalah (Dialogue, Debate, Discussion)

Da'wah Mujadalah is a form of Da'wah that involves engaging in gentle discussions and debates. This strategy aims to make the process easier and more approachable for both the Da'i (preacher) and the Mad'u (the one being preached to). Through this method, it is hoped that they can resolve any issues they encounter (Ali Mustofa Yakub, 1997). The Theory of Communicative Action can be applied to Da'wah Mujadalah by emphasizing the importance of rationality, validity, and sincerity in the arguments. Communicative action requires that the participants in the debate use valid arguments, respect each other's viewpoints, and seek to reach a mutual understanding and consensus. This way, Da'wah Mujadalah can be more effective and respectful, avoiding hostility and violence (Ghozali, 2022).

The development of Islamic society

The Theory of Communicative Action can also be applied to understand and enhance the development of Islamic society. As Habermas argues, communicative action is not only a means of coordinating action, but also a means of social integration and cultural reproduction. In other words, communicative action can help to create and maintain a shared understanding of values, norms, and identities among members of a society. This is relevant for Da'wah, as it involves not only spreading the message of Islam, but also fostering a sense of belonging and solidarity among Muslims. By engaging in communicative action, Da'wah practitioners can potentially contribute to the development of Islamic society, both in terms of its internal cohesion and its external relations. For

example, communicative action can help to promote dialogue and understanding among different Islamic sects and schools of thought, as well as among Muslims and non-Muslims. Communicative action can also help to address the challenges and opportunities that Islamic society faces in the modern world, such as globalization, pluralism, democracy, human rights, and social justice. By applying the Theory of Communicative Action to Da'wah, this study presents a novel perspective on how Da'wah can play a role in the development of Islamic society (Hugh Baxter, 2013; Bhakti et al., 2022).

Previous Studies on Communicative Action Theory in Da'wah

There have been studies that have explored the application of the Theory of Communicative Action in Da'wah. Foreexample, a study by Nur Syam discusses various paradigms and theories in Da'wah science from a sociological perspective. Among these theories is the Theory of Communicative Action. The study suggests that through a sociological approach to the facts or reality of Da'wah, the science of Da'wah will be able to develop more quickly.

However, while these studies provide valuable insights into how the Theory of Communicative Action can be applied in Da'wah, there is still a noticeable gap in literature regarding this topic. This study aims to fill this gap by providing a comprehensive exploration and analysis of the application of the Theory of Communicative Action in Da'wah.

Method

The method for this study is based on a systematic literature review, which is a

research method that collects and critically analyzes multiple research studies or papers. A systematic literature review helps to answer a defined research question by collecting and summarizing all empirical evidence that fits pre-specified eligibility criteria (Mohamed Shaffril et al., 2021).

Data Collection

Data for this study is collected from academic databases such as JSTOR, Google Scholar, and Springer. These databases are chosen for their extensive collection of social science and religious studies literature. The search terms used include combinations of "Theory of Communicative Action," "Da'wah," "Habermas," "Islamic Societies," "Communication Theories," and "Modern Society."

The selection criteria for the literature review are defined to ensure the inclusion of the most relevant and recent academic sources. The inclusion criteria specify that sources must be academic articles or books published within the last five years, written in English and Indonesian, and directly related to the application of the Theory of Communicative Action in Da'wah.

The following 8 sources have been selected for review:

1. Chriss, J.J. (2022). Jurgen Habermas and Theory of Communicative Action.
2. Kim, S. M., Banawiratma, J. B., & Sofjan, D. (2020). Religious pluralism discourse in public sphere of Indonesia: A critical application of communicative action theory to inter-religious dialogue.
3. Achfandhy, M. I. (2020). Model Dakwah Compliance Gaining oleh Kyai Pesantren

- (Compliance Gaining Dakwah Model by the Kyai of Islamic Boarding School).
4. Saifillah, M. (2023, June). Models of communication of Da'wah content in the digital era.
 5. Bhakti, S. E., & Dhuhri, S. (2022). The Digital Public Sphere and Muslim Piety in Aceh: Rethinking Habermas' Conception of Communicative Action.
 6. Faisal, I., & Rifai, A. (2020). Muhammadiyah Da'wah communication on Instagram in preventing the spread of covid-19.
 7. Syabibi, M. R. (2020). "Diskursus Pribumisasi Islam Di Ruang Publik: Dakwah Abdurrahman Wahid Perspektif Tindakan Komunikatif Jurgen Habermas.
 8. Yusuf, M., Sakir, M., & Nurngain, A. (2023). Agensi, Diskursus dan Konsensus: Tindakan Komunikatif Aktifitas Keagamaan Perempuan di Kabupaten Wonosobo.

Data Analysis

The data analysis for this study is conducted using a thematic analysis approach. This involves a meticulous reading of each selected source to fully comprehend its arguments, findings, and implications. The aim is to identify key themes related to the application of the Theory of Communicative Action in Da'wah across different sources as follow:

Table 1: 8 Sources of Literature Review

| No. | Journal | Key Findings |
|-----|---|--|
| 1. | Journal Title: Jurgen Habermas and Theory of Communicative Action Authors: Chriss, J.J. Published: 2022 | This source provides a comprehensive overview of Jurgen Habermas and his Theory of Communicative Action. It serves as a foundation for understanding the application of this theory in Da'wah, offering a theoretical basis for the study. |
| 2 | Journal Title: Religious pluralism discourse in public sphere of Indonesia: A critical application of communicative action theory to inter-religious dialogue Authors: Kim, S. M., Banawiratma, J. B., & Sofjan, D. Published: 2020 | This study discusses the religious pluralism discourse in the public sphere of Indonesia and provides a critical application of communicative action theory to inter-religious dialogue. It offers insights into how communicative action can be used to facilitate dialogue and understanding among diverse religious groups. |
| 3 | Compliance Gaining Da'wah Model by the Kyai of Islamic Boarding School Compliance Gaining Da'wah Model by the Kyai of Islamic Boarding School Authors: Achfandhy, M. I. Published: 2020 | This source presents a model of Da'wah compliance gaining by the Kyai of Islamic Boarding School. It provides insights into how communicative action can be applied in this context, particularly in terms of gaining compliance and promoting understanding of Islamic teachings. |
| 4 | Models of communication of Da'wah content in the digital era Authors: Saifillah, M. Published: 2023 | This paper discusses models of communication of Da'wah content in the digital era. It highlights the relevance and importance of effective communication strategies in Da'wah, particularly in the context of digital media. |

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| 5 | The Digital Public Sphere and Muslim Piety in Aceh: Rethinking Habermas' Conception of Communicative Action Authors: Bhakti, S. E., & Duhuri, S. Published: 2022 | This source discusses the digital public sphere and Muslim piety in Aceh and rethinks Habermas' conception of communicative action. It offers a fresh perspective on how digital platforms can be used to facilitate communicative action in the context of Da'wah. |
| 6 | Muhammadiyah Da'wah communication on Instagram in preventing the spread of covid-19 Authors: Faisal, I., & Rifai, A. Published: 2020 | This paper discusses Muhammadiyah Da'wah communication on Instagram in preventing the spread of covid-19. It highlights the role of digital platforms in Da'wah and provides insights into how social media can be used to spread awareness and promote understanding of Islamic teachings. |
| 7 | Discourse on the Indigenization of Islam in Public Space: Abdurrahman Wahid's Dawah from the Perspective of Jurgen Habermas's Theory of Communicative Action Authors: Syabibi, M. R. Published: 2020 | This source discusses the discourse on Islam's indigenization in public space: Dakwah Abdurrahman Wahid from the perspective of Jurgen Habermas's Theory of Communicative Action. It offers a fresh perspective on how communicative action can be used to promote understanding and acceptance of Islam in diverse cultural contexts. |
| 8 | Agency, Discourse and Consensus: Communicative Actions in Women's Religious Activities in Wonosobo District Authors: Yusuf, M., Sakir, M., & Nurngain, A. Published: 2023 | This paper discusses agency, discourse and consensus: communicative action activities of women's religious activities in District Wonosobo. It provides insights into how women engage in communicative action in their religious activities and contributes to our understanding of gender dynamics in Da'wah. |

Synthesis of Literature

The synthesis of literature involves weaving together these diverse sources into a cohesive narrative that accurately represents the current state of knowledge on the topic. This narrative forms the basis for further discussion and analysis in this study.

Chriss (2022) provides a comprehensive understanding of Jurgen Habermas and his Theory of Communicative Action. This source serves as a theoretical foundation for this study, offering insights into the principles and applications of the theory.

Kim et al. (2020) apply the Theory of Communicative Action to inter-religious dialogue in Indonesia. This source demonstrates how the theory can be used in religious contexts, providing valuable insights into its potential applications in Da'wah.

Achfandhy (2020) discusses the model of Da'wah Compliance Gaining by the Kyai of Islamic Boarding School. This source offers a unique perspective on Da'wah, suggesting that it could potentially be understood through the lens of Communicative Action.

Saifillah (2023) explores models of communication of Da'wah content in the digital era. This source highlights the importance of effective communication in Da'wah and suggests that the Theory of Communicative Action could provide a framework for understanding how this communication can take place.

Bhakti & Duhuri (2022) rethink Habermas' Conception of Communicative Action in the context of the Digital Public Sphere and Muslim Piety in Aceh. This source provides a critical examination of Habermas's theory, offering insights into its relevance and applicability to Da'wah in a digital context.

Faisal & Rifai (2020) discuss Muhammadiyah Da'wah communication on Instagram in preventing the spread of covid-19. This source demonstrates a practical application of Da'wah in modern society, suggesting that the Theory of Communicative Action could be used to enhance this practice.

Syabibi (2020) applies Jurgen Habermas's Theory of Communicative Action to Abdurrahman Wahid's Da'wah discourse in public sphere. This source provides an example of how the theory can be applied to specific Da'wah discourses, offering valuable insights into its practical applications.

Yusuf et al. (2023) explore the communicative action in religious activities of women in Kabupaten Wonosobo. This source provides a unique perspective on how this theory can be applied to specific demographic groups, offering insights into its potential applications in diverse contexts.

The selected sources provide a broad overview of how the Theory of Communicative Action can be applied to Da'wah, from theoretical discussions to practical applications. They highlight the importance of effective communication in Da'wah and provide various perspectives on how this can be achieved.

This synthesis not only provides a comprehensive understanding of how the Theory of Communicative Action can be applied to Da'wah but also identifies gaps in the current literature and suggests directions for future research. This rigorous methodology ensures a systematic approach to understanding how the Theory of Communicative Action can be applied to Da'wah, providing valuable insights for both academic and practical applications.

Discussion

Interpretation of Findings

The findings from the literature review reveal a broad consensus on the potential applicability and relevance of the Theory of Communicative Action to Da'wah. The sources collectively suggest that this theory could provide a valuable framework for understanding and enhancing communication in Da'wah, offering fresh insights into how this religious practice can be understood and executed more effectively in today's society.

The sources highlight the importance of effective communication in Da'wah and provide various perspectives on how this can be achieved. They range from theoretical discussions to practical applications, demonstrating the versatility of the Theory of Communicative Action in different contexts.

For instance, one source discusses a model of Da'wah Compliance Gaining, offering a unique perspective on Da'wah and suggesting that it could potentially be understood through the lens of Communicative Action. Another source explores models of communication of Da'wah content in the digital era, highlighting the importance of effective communication in Da'wah and suggesting that the Theory of Communicative Action could provide a framework for understanding how this communication can take place.

Comparison with Prior Research

Compared to prior research, this study provides a more comprehensive understanding of how the Theory of Communicative Action can be applied to Da'wah. While previous studies have explored the application of this theory in various contexts, this study focuses specifically on Da'wah, filling a noticeable gap in the literature.

This study also identifies potential areas for future research, thereby contributing to the ongoing academic discourse on this topic. The rigorous methodology employed in this study ensures a systematic approach to understanding how the Theory of Communicative Action can be applied to Da'wah, providing valuable insights for both academic and practical applications.

In conclusion, this study not only enriches academic knowledge but also offers practical insights for those engaged in Da'wah. By applying the Theory of Communicative Action to Da'wah, this study presents a novel perspective on how religious messages can be communicated more effectively in contemporary society.

Conclusion

Summary of Findings

This research conducted a comprehensive exploration of the application of Jürgen Habermas's Theory of Communicative Action within the realm of Da'wah. The results indicate that the principles of the Theory of Communicative Action can indeed be utilized in Da'wah, offering fresh insights into how this religious practice can be understood and executed more effectively in today's society.

The study identified potential areas for future research, thereby contributing to the ongoing academic discourse on this topic. The research employed a qualitative approach, with secondary data gathered from a comprehensive review of existing literature on both Da'wah and the Theory of Communicative Action.

The findings suggest that through effective communication strategies informed by the Theory of Communicative Action,

Da'wah can potentially reach a wider audience and have a greater impact. This is particularly relevant in today's digital age, where communication mediums are rapidly evolving.

Furthermore, the study also highlighted the importance of dialogue in Da'wah, aligning with Habermas's idea of communicative action as being oriented towards achieving consensus. This suggests that Da'wah should not just be about conveying information; it should also aim to foster understanding and consensus about Islamic teachings.

Implications for Future Research

This research has significant implications, contributing not only to scholarly understanding but also providing practical guidance for those involved in Da'wah. This study introduces a fresh viewpoint on how religious messages can be more effectively conveyed in today's society by applying the Theory of Communicative Action to Da'wah. This could influence future research on this topic by providing a new theoretical framework for understanding Da'wah and suggesting new directions for empirical studies. For example, future research could explore how Da'wah practitioners could use the principles of the Theory of Communicative Action to enhance their communication strategies. Additionally, how policymakers could incorporate these principles into policies related to Da'wah could provide valuable insights into the practical applications of the research findings.

Limitations of the Study

While this study provides valuable insights into the application of the Theory of Communicative Action in Da'wah, it is not without limitations. The study is based on a literature review and does not involve

primary data collection or empirical testing of the theory in real-world Da'wah contexts. Therefore, the findings are largely theoretical and may not fully capture the complexities and nuances of Da'wah practice. Furthermore, the study focuses on literature published in English and Indonesian, potentially overlooking relevant studies published in other languages. Despite these limitations, the study makes a significant contribution to our understanding of Da'wah and opens up new avenues for future research.

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