

DISCOVERING RHETORICAL STRATEGIES IN THE ISLAMIC DISCOURSE OF TUAN GURU BAJANG MUHAMMAD ZAINUL MAJDI

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Abstract

A leader is prevalently a communicator in an organization, no matter the rule. A good leader typically has good communication skills, which allow them to elicit participation from the people they oversee. In particular, Muslim scholars are also pioneers of social and religious growth. Thus, competent communication efficiency is essential for them to lead people to a better way of life by part of Allah SWT. However, it is still found vast of Muslim scholars, which is uneven Islamic teaching presentation quality. Thus, the goal of this study is to come up with a decent speech that anaesthetizes the audience. This was accomplished by examining the use of hidden rhetoric in the address of TGB. Muhammad Zainul Majdi, the best Indonesian preacher in 2021. As a result, this qualitative study uses discourse analysis to examine his two speeches as samples and data sources. The result indicated that TGB. Muhammad Zainul Majdi applied a variety of hidden rhetorical techniques. In his Safari Da'wah Nusantara and national addresses, Muhammad Zainul Majdi used similitude, reverence, expertise, intelligence, and goodwill to demonstrate credibility or ethos and persuade the audience. Love or friendship versus hatred, Fear versus Confidence, Indignation versus Pity, and Admiration versus Envy are some of the pathos he uses. In terms of logos, He deals with three issues: parables, enthymeme, and data.

Keywords— Communication Skill, Da'wah Nusantara, Islamic Discourse, Rhetorical Strategies, Tuan Guru Bajang Muhammad Zainul Majdi.

Introduction

One of the language definitions is humans' way of communicating and sharing meaning and ideas with others through various devices such as gestures, words and signs. Thus, it is an uncommon feeling that humans would not be complicated in life without language. Therefore, as social beings, humans have recognized the language as their daily need to perform speech and acts in particular (Borszéli, 2021). In the same way, Gabriel also stated the primary means of exchanging information between individuals through words employed systematically and traditionally and expressed by gesture, writing, or speech is language in particular (Gabriel, 2019).

However, the interacting tool is the bulk employment of language. Aside from being this bulk, speech acts in an important aspect. Language plays a significant role as learning material wherein the terms of the scientific study of language are called linguistics (Linguistik, 2014). In addition, Hymes suggested that language function is the identity of a nation. This function's effectiveness is determined mainly by how humans model to convey language and to whom language is spoken (Hymes, 1979).

Appealing/Da'wah conversations should have abundant religious messages to influence public opinions and guide people to live according to Islamic teachings (Language et al., 2019). A preacher must communicate da'wah in the appropriate manner and terminology successfully. They must be able to elicit widespread sympathy. Furthermore, in the process of Islamic

proselytizing, a communicator should be capable of delivering the knowledge, hopes, directions even criticism of socio-religious reality surrounding society on a regional and national scale.

However, some factors play a role in addressing them virtuous, such as inherit of an Islamic preacher, an alumnus of a specific renowned university and method of speech delivery. As these factors are compared, a good speech delivery is a significant reason society tends to listen to them affectionately (Slama, 2017). As an example, a da'i named TGB. Muhammad Zainul Majdi applied a rhetorical approach to the society in da'wah, including speeches, lectures and religious events, because the rhetorical approach has a close relationship to the community, relating to the delivery of ideas and invitation to the part of Allah (Ulhaq, 2020:12). As a result, people have high interest on him. They give him a wide stage to present his view and Islamic knowledge. Through this occasion, he has been spreading the work of Da'wah broadly. He currently holds an essential position as Deputy President Commissioner of Bank Syariah Indonesia (BSI).

Moreover, the interest in speech performing issues conjures up recent discussions. As evidence, an organization, namely ADDAI (Asosiasi Dai-Daiyah Indonesia), was established in Indonesia. It is an association of Islamic preachers/dai-Daiyah throughout Indonesia. It has been presented since 2017 among the people. The concern of uneven preachers' quality, some preachers' disorientation in appealing and differences in their da'wah are grounded ADDAI's forming.

Furthermore, ADDAI brought together the top preachers from various religious and organizational backgrounds who are skilled at orally Islamic preaching and have mastered Islamic scientific disciplines through formal education (Hidayatullah, 2021). Indeed, as cited in (Ramli, 2022) the Indonesian Dai-Daiyah Association awarded the Dai of the Year for 2021 by seeking input from the society. After a lengthy discussion among 133 ADDAI preachers, five preachers were nominated and recommended. They are as follows:

Buya Dr. Arrazy Hashim is an Indonesian Islamic preacher who was born on April 21st, 1986 in Koto Tengah, Payakumbuh-West Sumatra. He established Ribath Nouraniyah Hasyimiyah and serves as its leader. In addition to formal schooling, he also completed non-formal education at Dawrat al-Tathqif al-Shar'i li al-'Ulm al-Islmyah, held by Internationalize Zentrum Fur Islamische Wissenschaften in Bogor from 2006 to 2008. He graduated from UIN Syarif Hidayatullah with bachelor's, masters and doctoral degrees. He is also known for being a caretaker for Ribath Nouraniyah, a Ciputat, South Tangerang, a Banten-based institution studying turats, creed, tasawuf, and amaliah remembering (IIQ) Jakarta and Hadith and creed instructors at Darus-Sunnah (Anwar, 2022).

Ustaz Dr. H. Das'ad Latif S.Sos, S.Ag, M.Sc, PhD, He is an Islamic scholar and lecturer of Indonesian. He was born on December 21, 1973. He once declared himself a contender for mayor alongside Tamsil Linrung in the 2013 Makassar mayoral election. He earned his undergraduate degree in education from Hasanuddin University in the subject of Communication Studies in 2000 and Alauddin Makassar State Islamic University in the field of Islamic Justice (1998). He then went to Hasanuddin University to finish his master's degree in communication (2004). Then, he completed his doctoral studies, earning a PhD in communication science from UKM in 2016 and a second doctorate in the Sharia science discipline from the Islamic University of Makassar. He is well-known for being a lecturer that teaches communication science at several campuses, including STIKOM FAJAR Makassar, STIE AMKOP Makassar, Makassar Islamic University, STIM NITRO Fajar Makassar, and East Indonesia University Makassar. Additionally, Ustadz Das'ad Latif is renowned for his informal and laid-back lecturing style, putting Islamic messages into humorous stories so everyone may understand them (Ulfanita, 2021).

Third, a politician and Islamic scholar, Prof. K. H. Syukron Ma'mun, is currently the head of the Daarul Rahman Islamic Boarding School in Jakarta. He was born on December 21, 1941. In addition, he is also an educator who tries to combine da'wah and politics in a party forum. Recently, he served on the United Development Party's advisory board (PPP). As time went on, KH Syukron Makmun, who is currently in charge of the Forum for Ulama and Habaib (FUHAB) 2016–2021 and the Shura Council of the Ahlusunnah Waljamaah (MAIDAH), which is also under his guidance and who was chosen from the graduates of the Daarul Rahman

Islamic Boarding School (Faizun, 2021).

Forth, TGB. Dr. M. Zainul Majdi, on May 31, 1972, was born in Pancor Selong, NTB. He is well-known in NTB society for Tuan Guru Bajang, also known as "TGB." The community of Lombok is appealing to a young Muslim scholar. He has successfully ignited politics and acted in religion as a religious and political figure. When he was only 36 years old, he was chosen to serve as the governor of NTB. Additionally, he successfully led West Nusa Tenggara for two terms as governor. Indeed, Muhammad Zainul Majdi, a representative of the Crescent Star Party, served in the DPR RI from 2004 to 2009. (PBB). He is in charge of Commission 10 in the DPR RI, which focuses on topics related to youth, sports, tourism, and culture. Since 2008, he has been successful in winning several significant accolades. Inaugurating NTB as the Best Tourism Development Province of ITA on Metro TV on December 1, 2010, he received the Best Province Tourism Development Award (Anggraini, 2021).

Ustadz Adi Hidayat, Lc. M.A., an up-and-coming ustadz from Indonesia, was born on September 11, 1984. The Quantum Akhyar Institute, a centre for Islamic studies, was established by him in 2013, and Akhyar TV followed three years later. He writes frequently and has published several books in Arabic and Indonesian. Ustadz Adi Hidayat actively serves as a religious resource and preaches through his YouTube channel. Ustadz Adi Hidayat pursued his studies through the PMDK at the Faculty of Dirasat Islamiyyah (FDI) UIN Syarif Hidayatullah in 2003 after receiving his Pesantren diploma. Moreover, he was given a chance to further his education in 2005 at the Kulliya Da'wah Islamiyyah in Tripoli, Libya. Ustadz Adi Hidayat picked up additional tips on the Islamic faith, including those found in the Qur'an, Hadith, Fiqh, Usul Fiqh, Dates, Lughah, and other sources (Aditya, 2021).

However, the survey results and online voting through Google Form took place on December 30, 2021, for 15 hours (09.00-24.00). At least 24,177 people took part in the survey. Social media replies from citizens were likewise highly active and varied. This demonstrates that the public has started recognizing the significance of ADDAI's annual Da'i of The Year. The online voting addressed that TGB Dr. M. Zainul Majdi received the most votes, wherein he achieved 9,293 (38.8%). Buya Dr. Arrazy Hasyim came in second with 5,217 (21.8%), followed by K.H. Muhammad Faiz, M.A. in third with 4,614 (19.3%), Ust. Adi Hidayat, M.A was in fourth with 4,143 (17.3%). Ust. Das'ad Latif, Ph.D was in fifth place with 679 votes (2.8 percent). Thus, ADDAI proudly crowned TGB Dr. M. Zainul Majdi as ADDAI's Da'i of The Year for 2021.

Indeed, he emerged as a respected figure in Indonesia. Furthermore, some national figures, like Pabowo Subianto, Ustadz Abdussomad, Dahlan Iskan, and Habiburrahman El Sharazy, have expressed their admiration for his political journey and achievements, despite his youth. "The figure of the governor of NTB Muhammad Zainul Majdi can be a leader of the Indonesian nation in the future," Prabowo Subianto, the presidential candidate of Indonesia in 2014, said during his visit to NTB, "because from the time he was appointed as the youngest governor in Indonesia.

I am impressed by his young age but brilliant thinking, assessing Muhammad Zainul Majdi's potential, added optimism" (Ulhaq, 2020:11).

Dahlan Iskan, a former Cabinet minister of State-Owned Enterprises (Badan Usaha Milik Negara/BUMN) during the Susilo Bambang Yudhoyono Era, also expressed his admiration for TGB Muhammad Zainul Majdi, saying, "TGB Muhammad Zainul Majdi is a complete person; he is a Muslim scholar, an educational practitioner, and a politician." When presenting a talk with meaningful values, he is also a nice figure; his language is tidy and ordered (Fiasal Haris, Sudirman, 2017). Thus, those are the rationales for conducting this research. To assess the speech's delivery, the researcher will concentrate on the persuasive component, connected to the employment of ethos, logos, and pathos, three of Aristotle's rhetorical devices.

Literature Review

Yudin Wahyudin (2020)an endeavour to gather information and assess research relevant to the focus of a specific research issue is called a systematic literature review. It is an attempt to

provide evidence-based responses. This study employed an organized literature review (SLR). SLR system sought to investigate a range of topics about the research questions.

Definition of Rhetoric

In Greek, rhetoric means the art of speech. It is also derived from the Latin rhetorical, which means speech science. Similar to how Little John and Karen A. Fross defined rhetoric as the art of building cases and speeches (John, 2005). According to the current definition, rhetoric is the purposeful use of language to persuade others. Every time we use language, we are practising rhetoric (Asif, Zhiyong, Raisinghani, & Hassan, 2021).

It is also utilized for more than just speech and action, persuading the audience to learn more about the issues through a persuasive strategy. Indeed, rhetoric has a very apparent compelling purpose. It serves an epistemic purpose as a technique to learn what is already known and understood about the topic. Thus, rhetoric is defined as the art of language use based on the orators' understanding of the matter discussed.

Rhetorical Strategies

Rhetoric, according to Aristotle, aims to teach people how to put together and present speeches effectively by telling the truth about how and what should be prepared, organized methodically, and scientifically. Indeed, Rhetoric is any technique used to persuade people about a subject. Hence, specialists create a formulation relating to persuasion strategies. Experts' efforts gave rise to a wide range of theories. The persuasive triangulation theory, which Aristotle first proposed, has had the most impact on the development of the application of this science. Three components that makeup rhetoric are ethos, pathos, and logos.

Ethos

Ethos is a form of appeal based on the speaker's personality and credibility. Speakers should use credibility to highlight their heartfelt message wherein they communicate to deliver the news. Thus, intelligence, integrity, and goodwill are three qualities that show their credibility (Baumlin, 2018). In the trading world, business people use persuasion to persuade viewers to buy items and services. The message is based on arguments and evidence, and rationalization discourse is utilized, with the ability to convey reasons in support of becoming a rational statement. In oral contexts like debates and speeches, the ability to present compelling arguments is essential, but in casual conversations, participants may unknowingly use rhetorical devices (Ting, 2018).

Pathos

Using pathos means establishing the ability to arouse the emotions of readers or audiences. According to Demirdogen(2010), pathos is an emotional appeal that entails getting the listener into a particular frame of mind. In addition, Gabrielsen and Christiansen, as cited in Mshvenieradze (2013), stated that pathos uses security, Love, guilt, greed, pity, comedy, wrath, insult, empathy, fear, and confusion to convince persuasion. Hence, a skilled orator should understand which emotions to appeal to based on the consideration of the audience's social standing, age, and other characteristics.

Logos

In persuasion, the proof or apparent proof offered by the words of the speech itself is logos. In other words, logos is a reasoned argument interpreted from logical evidence (Asif et al., 2021). Invoking reason or logos improves the "clarity and purity of the argument." In a rhetorical analysis, the writer used arguments, logic, warrants/justification, claims, data, and evidence/examples to spot the appeal to logos. These form the basis of any logical, rational, critical, or analytical conversation.

Relevant Study

Numerous studies have been conducted on Muhammad Zainul Majdi. Muhammad Zia Ulhaq (2020) studied political Da'wah Rhetoric. In particular, he examines two main objectives:

to investigate Muhammad Zainul Majdi's communication function through da'wah rhetoric and his political patterns. However, the findings of this study corroborate the assertion that Ulama's message and rhetoric have social and political ramifications and those Ulama' have a unique position in the community regarding policy creation.

This article addresses the influence of religious leaders on local politics. Additionally, Arie Okta (2015), a postgraduate government politics student at Indonesia's Gajah Mada University, researched the political structure of Islamic scholars in Lombok. Investigated are the socio-cultural elements that support professors' widespread impact and, more specifically, their political triumph. The findings highlight two key points: 'Ulama continue to play a significant role in Indonesia's political landscape, and social-cultural factors have a considerable impact on the role and voting behaviour of the local community.

It is essential to highlight that the papers above focus on TGB Dr. M. Zainul Majdi's political model and his power as a Muslim scholar in winning political elections and leading the governorship. Despite this, the research was being expanded to examine Muhammad Zainul Majdi's dexterity when speaking. It also identified to look into his rhetorical speech's communication patterns. For this reason, the initial motivation for conducting this study was to find a practical delivery approach.

Thus the speech was studied and invested by exploring Muhammad Zainul Majdi's hidden rhetorical appeals based on Aristotle's strategies. The second reason for conducting this research is that there is a gap in the body of literature in Indonesia regarding the rhetorical analysis of religious figures.

In addition, Ali Fikry (2020) conducted a study on the concept of rhetorical strategies. This study explores Ismail Haniyah's address to Indonesian Muslims' persuasive rhetoric. This study aims to find and describe the compelling rhetoric notion in the speech. Aristotle's notion of persuasive rhetoric is the subject of the analysis. Three different types of rhetoric are explained in this theory: forensic, demonstrative, and deliberate rhetoric. The Five Canon of Rhetoric is a conceptualization of this theory that serves as both a guideline and a requirement for what must be included in a persuasive speech. *Inventio* (Discovery), *Dispositio* (Arrangement), *Elocutio* (Style), *Pronuntiatio* (Delivery), and *Memoria* are the five provisions (Memory). There are various similarities between the present studies to Ali Fikry's study. Both examine Islamic speech, which is for Muslims' benefit. Additionally, the Aristotelian method is used to study vocabulary. However, the deeper focus, or the fact that this speech does not check the persuasive qualities of *ethos*, *pathos*, and *logos*, makes it different.

Research Method

Research Design

This study applied a qualitative approach, employing discourse analysis to analyze the data. Discourse analysis derives meaning from the words used in a collection of data; transcripts of focus group discussions or a collection of interviews may be included in this corpus of data. While some discourse analysis techniques concentrate on language nuances (such as sounds or syntax), others focus on how language is employed to accomplish specific goals (Mukhtarov et al., 2021). Many researchers are now using discourse analysis to understand speech better. Similarly, this study aimed to comprehend and describe how a Muslim scholar, Muhammad Zainul Majdi, delivers a speech or Islamic teaching. As a result, the researcher offered an overview of the problem to be examined: "Discovering Rhetorical Strategies in the Islamic Discourse of Tuan Guru Bajang Muhammad Zainul Majdi".

Data Source

The current researcher was deeply concerned about a lecture given by Muhammad Zainul Majdi in Bali on November 27, 2021. It was delivered in the last 35 minutes and 30 seconds. The address was timed to coincide with the inauguration of the Indonesian Chinese Islamic Association's pavilion (PITI). The Balinese Chinese community also organized it. However, Hindu, Christian, and other communities made up part of the crowd (Efendi, 2021). As a result, the researcher is interested and confident in investigating how rhetorical approaches

are employed in providing Moderate Islamic Discourse to listeners with different religious backgrounds. Another reason to examine this speech is that it was the first time it was given in Bali, and it was only given on a few occasions.

Data Collection

The attempt of the researcher to give sufficient data as lingual phenomena (in the form of a derivative transcript of a speech video) that contains and is directly related to the topic in question is known as data collecting (H.T. Lawless, 2010). On the other hand, data analysis is reviewing data to understand or provide relevant results concerning the subject under investigation. This research involves precise techniques for processing scientific data to produce knowledge, creating new insights, and presenting the facts since it employs the content analysis technique.

Thus, in this study, the video was obtained from YouTube sites and other information from books and information technology sources such as the internet, CDs, and other sources. During this phase, the video was transcribed. Transcription, simply described, is the process of transferring one character system to another. It mainly entails transcribing the spoken phrases from the video into text. There are a variety of reasons why researchers require speech-to-text transcription. Still, the most prevalent argument is that working with written text is more accessible than working with audio files.

Data Analysis

Discourse is a spoken or written language context for discussions or communication. It is a pragmatic discussion, with spoken text as its future. As a result, discourse analysis was used to analyze the speech and determine the most critical rhetorical elements. In addition, a semiotics approach was applied, with discourse analysis acting as a broad canopy and semiotics as the ground beneath it.

Validation

Whether collecting data on the ground, evaluating it, or getting ready to deliver it to stakeholders, data validation is a crucial component of every data handling process. Your results will undoubtedly not be accurate if the data is inaccurate from the beginning. Because of this, the writer checked the data for accuracy and reliability before use (Saari, Halttunen, Brauer, & Mäkelä, 2021). However important it is, data validation is frequently overlooked in data workflows. Although it may appear like data validation is a phase that slows down your workflow, it is crucial since it will enable you to get the most satisfactory outcomes possible. Many other researchers in discourse analysis contend that approaches cannot buy reliability and validity. On the other hand, discourse analysis is particularly critical of reliability and validity in practice. For example, qualitative research in psychology relies heavily on heterogeneity. Discourse analysis is also working on a new appropriate validity tester to assure validity and reliability (Leipold, Feindt, Winkel, & Keller, 2019). Furthermore, a professor of linguistics, Jonathan Potter, claims that deviant case analysis, participant understandings, coherence discourse analytical work, and reader evaluations can all be used to examine the reliability and validity of discourse analysis. He also proposed that by giving the information being analyzed and allowing readers to make their evaluations and, if they desire, give alternative interpretations, readers' evaluations are the fundamental approach to checking the validity of the analysis. Because the researcher exposes the entire transcript and analysis result to the reader. Discourse analysis is more open-ended than any other research method, which always presents 'pre-theory' data or requires us to make observations and interpretations as in ethnographic research. Like other qualitative researchers, discourse analysis claims that "validity is not a commodity that can be bought with technology, but rather validity such as integrity, character, and quality, which must be appraised relative to goals and conditions." As a result, the validity reader must be an expert in the research topic.

Results

The researcher discovered various concealed rhetorical methods used by TGB. Muhammad Zainul Majdi, in his Safari Da'wah Nusantara and national speeches, those are similitude, deference, expertise, and intelligence was applied together to show credibility or ethos and persuade the listener. In terms of pathos, he tends to use Love or friendship versus hatred. This appeal technique aims to foster feelings of similitude and friendliness. In terms of logos, there was an issue applied by Muhammad Zainul Majdi, namely parables.

Discussion

Discussion on Ethos

Ethos is strongly tied to how a speaker establishes credibility, which can be done in at least a few different ways. TGB. Muhammad Zainul Majdi employs the technique described: similitude, deference, expertise, and intelligence. Thus, when communicators use the word "we" to refer to themselves and their audience, they claim a group identity with that audience, even if it is only a sliver. The speakers develop new techniques to establish relationships with the audience and generate a sense of community. The emphasis in the following situations is on similitude. Therefore, many leaders and scholars were involved in propagating Islamic Da'wah, thus TGB. Muhammad Zainul Majdi drew parallels as a speaker by stating that the method of Da'wah adopted was passed down from past scholars. He also shared identity with Indonesians who care about their leaders and pray for them.

In deference, the second form of stated ethos is the speaker's ability to regard their listener by not being presumptuous or harsh respectfully. With this method, a communicator can appear pleasant and cooperative, which can help avoid the usual circumstance in which people argue because they see each other as stiff and arrogant.

In terms of expertise, He exhibited his capacity to rectify familiar people's perceptions of the Koran's stance as a foundation for social interaction. Moreover, in time of intelligence, He demonstrated his ability to understand "Siroh nabawwiyah", or essential histories regarding the life of the prophet Muhammad SAW and his companions, which in turn became a source of Islamic law.

Discussion on Pathos

He frequently contrasts Love or friendship with hatred when using pathos. This appeal strategy aims to promote feelings of similarity and warmth. From the preceding discussion of similitude, it is clear what this is about. Indeed, fear versus Confidence is the sensation of being bothered by the unpleasant things that will occur in the future if a dream is not realized or fulfilled.

When assuming the integrity and unity of Indonesia, which are currently being disrupted and separated by those who do not love this unity, TGB Muhammad Zainul Majdi frequently conveys this. Meanwhile, in terms of admiration versus Envy, TGB Zainul Majdi praised state officials such as the president, vice president and ministers who worked hard to maintain the resilience of the Republic of Indonesia. He also praised their nationalism, wherein admiration versus Envy, According to Aristotle, means that people respect moral perfection, wealth, power, and beauty. People will gain more respect if they show that they worked hard for their possessions rather than relying on chance.

Discussion on Logos

The second persuasive technique of logos is an enthymeme. In terms of symbols, there was an issue applied by Muhammad Zainul Majdi, namely parables. According to Aristotle, parables are an equation at a higher level, specifically a representation of a situation that is explained utilizing other criteria that are consistent (Peter, 2018). Thus, to increase the listener's faith in him, TGB M. Zainul Majdi employs numerous wholesome and straightforward tales. His credibility with the audience may also rise as a result of this.

Conclusion



Therefore, the findings and discussions showed that TGB M. Zainul Majdi used rhetorical devices to make a persuasive speech and persuade his audience to follow in his morally upright footsteps. Similitude, deference, knowledge, and intelligence were combined to demonstrate credibility or ethos and convince the listener. In terms of pathos, he frequently contrasts Love or friendship with hatred, fear with Confidence, outrage with pity, and admiration with envy. Regarding logos, Muhammad Zainul Majdi employed three concepts: parables, enthymemes, and data. These are rhetorical and exclamatory elements that young readers or speakers can use.

Logos is a system of logical evidence used by speakers in the form of justifications, discourses, and arguments backed by convincing evidence. This research contributes to the use of linguistics to transmit speech and as a springboard for additional research on communication strategy. This study will also serve as a pilot project to improve the efficacy of persuasive and rhetorical techniques. The study's findings will also help to prepare the young apprentices for the need for proper delivery of their knowledge and a way to refute radicalism teaching by applying.

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