

Utilization of Databases in Planning the Preaching of the Muhammadiyah Regional Leadership of Medan City

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Abstract: This research aims to analyze the use of databases in planning da'wah in the Muhammadiyah Regional Leadership (PDM) of Medan City. Integration of information technology, especially the use of databases, is seen as an important tool for increasing effectiveness and efficiency in da'wah management. This research uses a qualitative approach with a case study method, where data is collected through in-depth interviews, observation and documentation. The research results show that the use of a database allows Medan City PDM administrators to manage data in a more structured and systematic manner, which in turn supports decision making that is more precise and relevant to the needs of the congregation. The database also facilitates monitoring and evaluation of da'wah programs, as well as increasing transparency and accountability in the implementation of da'wah activities. However, this research also identified several challenges, such as limited resources and adaptation to technology. Nevertheless, Medan City PDM shows a strong commitment to overcoming these challenges and optimizing the use of databases in missionary planning. Overall, the use of databases has been proven to support da'wah planning that is more effective and responsive to social dynamics.

Abstrak: Penelitian ini bertujuan untuk menganalisis pemanfaatan database dalam perencanaan dakwah di Pimpinan Daerah Muhammadiyah (PDM) Kota Medan. Integrasi teknologi informasi, khususnya penggunaan database, dipandang sebagai alat penting untuk meningkatkan efektivitas dan efisiensi dalam manajemen dakwah. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, di mana data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa penggunaan database memungkinkan pengurus PDM Kota Medan untuk mengelola data secara lebih terstruktur dan sistematis, yang pada gilirannya mendukung pengambilan keputusan yang lebih tepat dan relevan dengan kebutuhan jamaah. Database juga memfasilitasi monitoring dan evaluasi program dakwah, serta meningkatkan transparansi dan akuntabilitas dalam pelaksanaan kegiatan dakwah. Namun, penelitian ini juga mengidentifikasi beberapa tantangan, seperti keterbatasan sumber daya dan adaptasi terhadap teknologi. Meskipun demikian, PDM Kota Medan menunjukkan komitmen yang kuat untuk mengatasi tantangan tersebut dan mengoptimalkan penggunaan database dalam perencanaan dakwah. Secara keseluruhan, penggunaan database terbukti dapat mendukung perencanaan dakwah yang lebih efektif dan responsif terhadap dinamika sosial.

Keywords: Da'wah Planning,
Information Technology,
Muhammadiyah

INTRODUCTION

Islam is a belief system established by Allah SWT for the welfare of mankind in this world and the hereafter. In Islam, the concept of safety and tranquility is emphasized, because Muslims submit themselves only to Allah. Da'wah is an activity that aims for positive change in humans. Positive changes are realized by increasing faith, increasing the targets of da'wah in faith (Ali Aziz, 2019). Da'wah planning is the process of defining organizational goals, creating strategies to achieve goals, and developing organizational work activity plans. So, da'wah planning is the process of creating strategies to achieve goals in da'wah and developing work activity plans for a da'wah organization. (Jailani & Dr. Fakhri, 2020).

وَمَا خَلَقْنَا السَّمَاءَ وَالْأَرْضَ وَمَا بَيْنَهُمَا بَاطِلًا ذَلِكَ ظَنُّ الَّذِينَ كَفَرُوا فَوَيْلٌ لِلَّذِينَ كَفَرُوا مِنَ النَّارِ ﴿٢٧﴾

We did not create the heavens and the earth and everything between them in vain. That is the opinion of those who are disbelievers. So, woe to those who disbelieve because (they will go to) hell (QS. Sad Ayat 27).(YULI UMRO'ATIN, 2020).

Information systems explain how information systems can be used to support decision making and improve organizational efficiency. Information systems consist of components such as hardware, software, data, procedures, and people that work together to collect, process, store, and disseminate information. In the context of da'wah, information systems can help in managing congregation data, planning activities, and evaluating da'wah programs. (Larasati et al., 2024)

Strategic planning is a systematic process used by organizations to define direction and make decisions about resource allocation to achieve long-term goals. (Bryson, 2011). In da'wah, strategic planning involves analyzing the needs of the congregation, identifying da'wah targets, and developing relevant programs. Databases play an important role in providing accurate and up-to-date information to support this process, such as demographic data on the congregation, participation trends, and feedback on da'wah programs. A database is a place to store large amounts of data that can be used simultaneously by many users and contains descriptions of the data itself. A da'wah database is a system for processing and storing data about da'wah activities carried out by an organization or individual. This database usually includes information about da'wah activities carried out, such as location, theme, date and number of participants, as well as information about da'wah participants, such as name, address, and contact that can be contacted. (Efendi, Wulandari, et al., 2023).

The challenges of Islamic preaching are increasingly complex due to the rapid progress of science and technology. In all fields including social, economic, cultural, and political (Larasati et al., 2024). Meanwhile, the challenges of preaching organizations in utilizing databases in preaching planning are: 1), Data Organization, one of the main challenges is effective data organization. Well-organized data is important for producing useful information. Without a good organizational system, data becomes unused and difficult to access. (lindafebrianti, 2014). 2), Coordination and Efficiency, Coordination between members of the organization is important to achieve common goals. This challenge arises when there are differences in understanding the concept of da'wah and the goals of the organization, which can hinder efficiency in planning and implementing da'wah. 3), Adaptation to Technology, In the digital era, da'wah organizations must be able to adapt to information technology. Although there are opportunities to reach a wider congregation, challenges arise in terms of the ability of da'i to package interesting and relevant da'wah messages (Fauzi F, 2023). 4), Resource Limitations, Many da'wah organizations may face resource limitations, both financial and human. This can limit their ability to develop and utilize databases optimally. 5), Social Change, Changes in society, including changes in normative

values, are also challenges. Da'wah organizations need to understand these dynamics in order to plan appropriate and effective da'wah strategies. For Muhammadiyah, according to Syamsul, there are several challenges in da'wah that must be faced, namely: First, economic challenges are the main driver for the development of da'wah in Indonesia and throughout the world, because economic activity plays an important role in da'wah efforts; Second, the challenge of da'wah Muhammadiyah North Sumatra losing social space; Third, technological growth (Manurung, 2024). The use of databases in planning da'wah by Muhammadiyah faces several significant challenges. In today's digital era, the main challenge for Muhammadiyah is the ability to manage and analyze data effectively. One of the main challenges for PDM is the limited human resources that are activated in information technology and data management. PDM has also not fully utilized digital technology to optimize da'wah planning and implementation. Good da'wah management is also needed to overcome this challenge. Including careful planning, organizing, implementing, and effective supervision of da'wah programs. By utilizing databases, PDM can make predictions about da'wah conditions and needs in the future, as well as determine more efficient procedures and activity schedules. (Mahmud, 2020). Overall, the challenges in utilizing databases for da'wah planning in PDM include technical aspects, human resources, and adaptation to rapid social change.

A. Rosyad Shaleh defines da'wah management as planning tasks, grouping tasks, and placing implementing personnel in task groups and then moving towards achieving da'wah goals. While the core of da'wah management is a systematic and coordinated arrangement in da'wah activities or activities that start from before the implementation until the end of the da'wah activity (M. Munir, 2021).

Database integration in da'wah management allows for more structured and systematic data collection and management. With a database, information about congregations, da'wah activities, and resources can be accessed easily and quickly. This makes it easier for da'wah administrators to plan more targeted activities and conduct more in-depth evaluations. In addition, the database also allows for transparency and accountability in the management of da'wah activities. (Efendi, Fatimah, et al., 2023). Based on the update with previous research, there are relevant studies that can be used as references, namely as follows: First, Research conducted by Wiyoga (2023) is one of the interesting studies on the da'wah map information system used by the Muhammadiyah Student Association in Garut Regency. This type of research is RUP (rational unified process) research and is located in Garut Regency. The results of this study indicate that by using a da'wah map, leaders can be more efficient in managing cadre data and unifying the locations of da'wah activities. This provides an illustration that the use of databases can help in planning and implementing da'wah in a more structured manner (Baswardono et al., 2023). Second, Research conducted by Herman (2024) on da'wah activities in educational institutions. This study uses qualitative methods to collect data from the Ciledung branch leaders. The results of this study indicate that good management can provide significant information contributions in da'wah activities. This is the importance of information systems in supporting more effective da'wah planning. (Herman Tahang, Ismail Suardi Wekke, 2024).

Third, research conducted by Adinda (2023) with the Utilization of Information Systems in the Planning of Da'wah Baznas of North Sumatra Province. This type of research is qualitative research and is located in North Sumatra. The research approach used is the information system approach. Data collection techniques used in this study are: purposive sampling techniques, Data collected through interviews, observations, and documentation. Data processing and analysis techniques are: data reduction, data presentation, reduction and conclusions. The results of this study indicate that the steps taken by Baznas North Sumatra in utilizing information systems in da'wah planning are quite good, namely by improving human resources and performance continues to be carried out to achieve goals (Sari et al., 2023).

Based on the relevant studies above, it can be concluded that there are updates and differences that are relevant to previous studies with this study where there are differences in the focus of the study where previous studies focused on educational institutions, government institutions while this study focuses on institutions utilizing databases in planning da'wah at the Muhammadiyah Regional Leadership of North Sumatra (PDM Sumut). In addition, it can be seen from the qualitative method with a more clear and accurate descriptive approach. Not only that, from the findings there are also differences in the first study, second there were no findings of obstacles or challenges in the Muhammadiyah student association da'wah map information system, in the third study there were also no challenges or obstacles but strategies were found that were applied to realize the use of databases in planning. While in this study, obstacles and challenges were found and strategies for utilizing databases in da'wah planning used. Thus, this study aims to determine and analyze the use of databases in da'wah planning at the Muhammadiyah Regional Leadership of Medan City.

This study uses a qualitative method with a case study approach to understand in depth how databases are used in da'wah planning at the Muhammadiyah Regional Leadership of Medan City. Data were collected through several techniques, namely in-depth interviews, direct observation, and document analysis. In-depth interviews were conducted with the management of the Muhammadiyah Regional Leadership of Medan City, namely Mr. Kusnan as the administrator of the tabligh assembly. This technique allows researchers to obtain rich and in-depth information regarding the management's experiences and views regarding the use of databases. (Mutiara & Kustiawan, 2024). The collected data was then analyzed using thematic analysis techniques. This technique involves the process of coding data to identify key themes that emerge from the data. Each theme was analyzed in depth to understand how the database is used in da'wah planning and what benefits are obtained from its use. The results of this analysis are then presented in narrative form that describes the main findings of the study.

RESULTS AND DISCUSSION

Muhammadiyah was founded in 1912 and has grown rapidly in various regions, including Medan City. The early history of this organization in Medan shows the challenges faced, such as rejection from local sultans and resignations of its members. Nevertheless, the Muhammadiyah da'wah movement continued and even increased, by bringing in preachers from other regions such as West Sumatra.

Based on the results of an interview with Mr. Kusnan, he said that the Muhammadiyah Regional Leadership of Medan City began to utilize databases in planning da'wah in a more structured manner in recent years. Although there is no specific information regarding the initial year of database utilization, the development of information technology and the need to increase the effectiveness of da'wah have encouraged the Muhammadiyah organization to use a data management system. He also said that the Muhammadiyah Regional Leadership of Medan City is trying to increase the use of technology in da'wah activities, including training for cadres to manage and utilize databases better. These steps demonstrate PDM's commitment to integrating technology in planning and implementing da'wah programs.

In the context of PDM Medan City, an understanding of management is a key aspect that must be possessed by leaders. This is because the complexity of the diverse Medan City community requires good managerial skills. Effective leaders are expected to be able to utilize data to understand the needs of the community and plan appropriate da'wah programs. One of Muhammadiyah's strengths is its professionalism and the implementation of a clear organizational system, from the central level to the branches, which is also reflected in database management. This system ensures that membership data, for example, is well managed, has a valid identity

card, and is integrated with the central system. (Efendi, Fatimah, et al., 2023).

Databases play an important role in mapping da'wah in PDM Medan City. By using demographic data and community participation levels, PDM can segment da'wah audiences based on age, preferences, and specific needs. This segmentation allows for more targeted da'wah methods to be adjusted. For example, for the teenage age group, the da'wah approach can be designed to be more interactive and relevant to their interests. Conversely, for the older age group, a more traditional and easy-to-understand approach is preferred. The division of da'wah zones in Medan, such as the North Medan zone, helps in designing appropriate strategies for each region based on existing data.

Databases make a major contribution to increasing the efficiency of da'wah program planning. With structured data, PDM administrators can compile programs faster and adjust activities based on community needs analysis. In addition, databases are also used to evaluate the effectiveness of da'wah programs. Participation data and feedback from da'wah activities help PDM in assessing the success and impact of programs that have been implemented. Thus, PDM can make adjustments and improvements to subsequent programs, ensuring better relevance and achievement of da'wah goals.

Information technology has become an integral part of the PDM Medan City's da'wah strategy. With the Tabligh Assembly and the Muballigh Corps, the use of digital media such as podcasts and digital banner designs (flyers) is used to expand the reach of da'wah. In addition, PDM also develops platforms such as websites and social media channels to support the spread of da'wah. The Islamic Broadcasting Assembly (MPI) is at the forefront of managing information technology to ensure that da'wah messages can be conveyed widely and effectively. The existence of this tabligh assembly allows for the development of more structured and systematic digital da'wah, increasing public accessibility to Muhammadiyah da'wah programs.

The results of the study show that the use of databases in the Muhammadiyah Regional Leadership of Medan City has provided many significant benefits in the planning and implementation of da'wah. First, the database helps in collecting and storing congregation data in a structured manner. The data collected includes demographic information, preferences, and needs of the congregation. With this structured data, administrators can easily identify groups of congregations that need special attention and plan more relevant and targeted da'wah activities.

Second, the database allows administrators to plan da'wah activities more effectively. Based on the available data, administrators can analyze trends and patterns of congregation participation in various da'wah activities. This analysis helps in determining the types of activities that are most in demand and effective in achieving da'wah goals. For example, the data shows that community-based da'wah activities are more in demand by the congregation compared to general activities. With this information, administrators can plan more community-based activities to increase congregation participation. Third, evaluation of da'wah programs becomes easier because the data on the results of the activities are well documented. The database allows administrators to store and access evaluation data from each da'wah activity that has been carried out. This data includes feedback from the congregation, participation levels, and achievement of activity goals. With complete evaluation data, administrators can conduct a more in-depth analysis to determine the strengths and weaknesses of each da'wah program. The results of this analysis are then used to improve and develop da'wah programs in the future.

In addition, the use of databases also increases transparency and accountability in the management of da'wah activities. Every data entered into the database can be tracked and audited, thus minimizing the risk of errors and misuse of data. Administrators can easily monitor and control the use of da'wah resources, ensuring that every activity is carried out in accordance with

the plan and budget that has been set. Overall, the results of this study indicate that the use of databases in da'wah planning at the Muhammadiyah Regional Leadership of Medan City has provided many benefits, including increasing efficiency, effectiveness, and accuracy in the planning and implementation of da'wah activities. The use of databases also helps in monitoring and evaluating da'wah programs, so that improvements can be made continuously.

Utilization of Databases in Preaching Planning at the Muhammadiyah Regional Leadership of Medan City: Planning strategies used in utilizing databases

Utilization of databases in preaching planning at the Muhammadiyah Regional Leadership of Medan City shows that information technology can improve the effectiveness and efficiency of preaching management. With structured data, administrators can make better decisions and plan activities that are more relevant to the needs of the congregation. In addition, the use of databases also helps in monitoring and evaluating preaching programs, so that improvements can be made continuously.

Based on the results of interviews with Mr. Kusnan, he said that the use of databases in the Tabligh Assembly allows for faster and more accurate data collection, so that it can increase the effectiveness of preaching planning. Structured data makes it easier for administrators to identify the needs of the congregation and plan appropriate activities. For example, demographic data and preferences of the congregation can be used to design more interesting and relevant preaching programs. In addition, databases also allow administrators to manage resources more efficiently, reduce duplication of effort, and ensure that every preaching activity is supported by accurate data.

One of the main benefits of using a database is the ability to make better decisions based on the available data. In the context of da'wah, making the right decisions is essential to achieving da'wah goals. With a database, administrators can analyze trends and patterns of congregation participation, evaluate the effectiveness of da'wah programs, and identify areas that need improvement. For example, if data shows that congregation participation in a particular activity is decreasing, administrators can evaluate the cause and design new strategies to increase participation.

Databases also play an important role in monitoring and evaluating da'wah programs. With well-documented data, the PDM tabligh assembly administrators can conduct more in-depth evaluations of each da'wah activity. The evaluations carried out by the tabligh assembly include analysis of feedback from the congregation, participation levels, and achievement of activity goals. The results of this evaluation are then used to improve and develop da'wah programs in the future. In addition, effective monitoring allows administrators to identify problems early on and take corrective action before the problems become bigger.

The use of a database also increases transparency and accountability in the management of da'wah activities at PDM. Every data entered into the database can be tracked and audited, thus minimizing the risk of errors and data misuse. Administrators can easily monitor and control the use of da'wah resources, ensuring that every activity is carried out in accordance with the plan and budget that has been set. This transparency not only increases the congregation's trust in the administrators, but also ensures that da'wah activities run better and in accordance with Islamic principles.

Although the use of databases offers many benefits, there are several challenges faced by PDM. One of the main challenges is the need for training and capacity building for da'wah administrators to use the database effectively. In addition, there are also challenges related to data security and the privacy of the congregation. To overcome these challenges, PDM needs to invest in training and capacity building, as well as the implementation of strict policies and procedures to protect the data and privacy of the congregation.

PDM also faces challenges in utilizing databases, namely the limited human resources who have data analysis and system management skills are one of the main obstacles. In addition, personal data protection is an important issue, especially in maintaining the confidentiality and security of sensitive information. PDM recognizes the need for capacity building and training for staff to overcome these challenges and ensure more optimal use of the database.

Overall, the use of databases in da'wah planning at the Muhammadiyah Regional Leadership of Medan City has provided many benefits, including increasing efficiency, effectiveness, and accuracy in planning and implementing da'wah activities. The use of databases also helps in monitoring and evaluating da'wah programs, so that improvements can be made continuously. By overcoming the existing challenges, the use of databases can continue to be improved to support better da'wah activities in the future.

Despite facing various challenges, the use of databases in the planning of the tabligh assembly's da'wah at the Muhammadiyah Regional Leadership of Medan City has a significant impact. With a structured and complete database, the tabligh assembly can identify the needs of the community more precisely. The stored data allows for more effective and efficient da'wah planning, such as determining relevant da'wah materials, choosing appropriate methods, and determining strategic da'wah times and places. In addition, the database also helps the PDM tabligh assembly in evaluating and measuring the success of da'wah, so that the PDM tabligh assembly can make improvements and adjustments in the next da'wah program. Thus, the use of the PDM tabligh assembly database can improve the quality and impact of da'wah in society.

CONCLUSION

The use of databases in da'wah planning at the Muhammadiyah Regional Leadership (PDM) of Medan City shows that the integration of information technology can significantly increase the effectiveness and efficiency of da'wah management. With a database, administrators can collect, manage, and analyze data in a more structured and systematic way, which in turn supports decision-making that is more appropriate and relevant to the needs of the congregation. The main benefits of utilizing a database include the ability to make data-based decisions, increased efficiency in resource management, and better transparency and accountability in the implementation of da'wah programs. Databases allow for more effective monitoring and evaluation, so that administrators can identify the strengths and weaknesses of da'wah programs in more depth and make continuous improvements. Despite challenges such as limited resources and adaptation to technology, PDM Medan City shows a strong commitment to integrating information technology in da'wah activities. Thus, the use of databases not only supports better da'wah planning but also improves the organization's ability to adapt to rapidly changing social dynamics.

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