

USING OF ENGLISH IN DIGITAL DA'WAH IN ISLAMIC EDUCATION IN THE ERA OF COVID-19

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Abstract

This article discusses preaching through the media or the Internet using English. Fast-growing Media around the world using universal language is English. English is an important global language in all aspects of daily life. Included in the field of Da'wah. Da'wah is the obligation of Islamic Ummah. Da'wah is the submission of Islamic teachings to be practiced in everyday life sourced from Hadith and al-Quran. The importance of the use of English in the millennial language is English bases facilitate the delivery of Islamic teachings to audiences that English as the first language or the original language. In addition, English as an intermediate language in the completion of religious conflict.

Keywords: *English, digital Da'wah, Covid-19*



INTRODUCTION

Islam is the religion of rahmatan lili alamin, so Islam must be disseminated to mankind. A Muslim who has knowledge should not only be practiced in life for himself, but also conveyed to other human beings. delivering da'wah is an obligation for every Muslim. Every Muslim who has reached the age of reason and is obliged to carry the missionary mandate. Preaching is a noble task, so by preaching Allah gave the title Khoiru Ummah (the best of the Ummah) to the people of the Prophet Muhammad. As the word of Allah swt "You are the best people who were born for humans, commanded the good, and prevent from evil, and believe in Allah SWT." (Quran surah Al-imran). The verse contains meaning that is the glory of Muslims with da'wah. In addition, the

solidity of Muslims by implementing the concept of amar ma'ruf nahi munkar.

The development of information and communication technology in the millennial era so rapidly has changed the way of communication between people. Almost everyone uses the internet and social media to interact, search and read information. The use of social media in communication is more than direct communication. Thus, the sophistication of information and communication technology has also changed the way people gain insight in various fields of scientific disciplines including the field of Islamic religion.

The rapid development of technology is spreading to all groups and generations, one of which is millennial generation. Millennial generation that is so attached to the use of social media. The generation identified with the

use of digital tools makes things more practical. but along with convenience, of course problems will also arise. One of them is the direct preaching is now less interested. Thus breakthroughs and new colors are needed to deliver da'wah to the people.

In the past, da'wah was carried out by visiting homes to deliver Islamic teachings. Currently preaching activities carried out with a variety of strategies, methods, and media. Advances in tools and digital media create da'wah content that contains many virtual or digital elements. Millennial is an era dominated by digital culture which is closely tangent to instant consumption and lifestyle patterns. This is supported by the emergence of new media such as newspapers, magazines, social media, television, and so on. The media makes information more practical to access using digital tools, one of which is using a smartphone. Along with the use of tools and digital media that can be accessed without limits, the use of language also plays a role. One of them is the use of English in communicating with one another. In this case the communication in the field of religion namely propaganda. English has to do with the delivery of propaganda using digital tools in the millennial era.

DISCUSSION

Definition of Language

Language is an expression that has meaning used as a message to others. Something that is conveyed by the speaker can be understood by the interlocutor using language. Language is an important tool in communication so that the need for

interpretation is very basic in life. In everyday life, language has an important function in all aspects of life. Messages and information addressed or conveyed to others can be conveyed properly in language. The message and information conveyed must use full language so that the meaning can be understood by the recipient easily because difficulties in understanding the message and information can lead to differences in understanding. For example the covid-19 by using English language namely At the time The Bancroft Times informed that the World Health Organization had reported that the total number of confirmed COVID-19 cases worldwide had exceeded 367,000. With the global death rate from the pandemic currently reaching 16,381, unprecedented steps to protect the health and safety of people are taken by all levels of government and community factions around the world. British Columbia is one of the provinces hardest hit, recording 472 confirmed cases, and 13 deaths. Ontario now has 503 confirmed cases, and six people have died after contracting the virus. On Monday it was also announced by Hastings-Prince Edward Public Health that a third case of COVID-19 had been confirmed in the region. In response to the pandemic, seven cities in North Hastings have closed their city offices indefinitely. As the number of deaths and the number of confirmed COVID-19 cases continues to increase, so does the public's awareness of their role in limiting the range of pandemics. These steps are becoming apparent in communities throughout North Hastings, with many local businesses stepping up efforts to help communities

maintain exceptional hand hygiene, social distance and cough etiquette.

One of the functions of language is as a communication tool. In the process of language communication used to equate perceptions in understanding between one another. In addition, language is also seen as the identity of a community or country. So that the substance of a language becomes very important. The main communication tool in human life both in oral, written, and symbolic form is language. Humans are social creatures, so language is very much needed to interact with other humans. So that it can be concluded that the most efficient means of communication can be biased to interact in society both in the form of oral, written, and symbol to understand each other so that misunderstandings do not occur. Thus language has an important role in the life of humanity in communication.

English Language

English language is an international language that is widely used and learned in communicating between countries. This is in accordance with the function of English as a global language. English is learned and made a means of communication in various countries both as a first language, second language, and as a foreign language. In Indonesia, English as a foreign language is learned in the education bench. According to Abraham Oomen: "the importance of English as a global language is unquestionable and to become a computer user of this language is demand of the time. Thus there is no doubt about the importance of English as a universal language and as a

language user it is demanded to be able to speak English.

Here are some reasons for the need to learn a foreign language: 1. Language is an investment in science because linguistics will increase if taught to others; 2. Language is media. Media that serves to convey messages to other people and the environment. Through the language of the message you want to convey can be understood between one another. Because language is a medium, it takes a way for someone to be able to use the media; 3. Language is prestige. The prestige in question is something that can increase the prestige or value of the speaker in the eyes of others. The ability to speak a foreign language can increase selling points. This is the reason parents enter their children early to learn English because parents know their future needs; 4. Language is a source of income. Nowadays there are many jobs that require foreign languages (English) as an introduction. For example tour guides, English courses, receptionists, flight attendants, and so on; 5. Language is a tool of adaptation and social interaction. Advances in technology, communication and information have made the boundaries of the State blurred. This has resulted in citizens having to use foreign languages to interact with friends who come from abroad.

Having the ability to use English can make it easier to access and obtain information because most information is written in English. This makes it quite clear that English has become a necessity at this time. English is needed in various aspects of life. Apart from being a means of communication with people from different cultures, it is also used as a

language of instruction in computers in using internet technology. English also plays an important role in the dissemination of information along with the rapid development of internet technology in the millennial era.

Digital Da'wah

Internet users from time to time continues to increase, along with the increase in digital devices such as mobile phones, tablets, and laptop throughout the world. In addition, the proliferation of use of social media such as Facebook, Instagram, YouTube, Twitter, has driven many internet users around the world. At present the internet is not only accessed in metropolitan cities, but now people who live in remote villages can also access the internet. Moreover, for some people, the internet has become a basic need, because no day has passed without accessing the internet with digital devices.

With the development and growth of the internet that is very large in all directions, then it is appropriate to glance and make it as a means of da'wah. By using the internet as a medium for da'wah, humanity can more easily gain insight into religious knowledge. In addition to Allah's command to deliver the teachings of the religion of Islam, the Prophet Muhammad also bowed to his people "convey even though only one verse". The meaning of the words of the prophet means that Muslims always convey their knowledge to others wherever and whenever they are. In da'wah the most important thing is the da'wah that is carried out in accordance with the method in command of Allah SWT and as illustrated by the Messenger of Allah SWT. A correct

understanding of how to preach also plays an important role in broadcasting the Islamic religion. The guidance of da'wah has been given by Allah as in his words "Call your people to the path of your God with wisdom and good lessons and refute them in a better way".

Conveying da'wah messages a preacher can use various kinds of da'wah media both by using old media (traditional) and modern media in this case the internet media. Internet media is the most appropriate media used as a means of da'wah. The internet is the most sophisticated media and information source. Internet technology offers various facilities in providing information. Various information can be obtained through the internet including information on culture, health, education, religion, communication through social media and so on. The increasing number of internet users has been utilized as a means of broadcasting religious teachings. This is marked by the number of Islamic nuanced sites. Preaching through the internet is very efficient with the support of the nature of the internet that is not limited by time and space. in terms of cost, the internet is very supportive for accessing da'wah information through the internet.

In need of new things that are different and updated so that the message delivered is accepted among the people. New things that can be done by making the internet a propaganda weapon. Of course the steps that need to be done in da'wah using the internet by utilizing internet facilities. Many internet facilities that can be used for example weblogs, mailing lists, e-mails, youtube, Facebook, Instagram, and Twitter. This internet facility

can be in the form of text, audio, and video. Thus it is time to develop digital propaganda through the internet, considering that this technology has tremendous advantages in terms of the extent of its spread. Can be accessed anytime and anywhere without the need for certain space and time.

English as a Digital Da'wah Communication Media

English as a universal language used in education. In Islamic education including means of communication to preach throughout the world, especially the western world such as America and Europe. We study the Islamic religion of course by using the original language, Arabic but we preach to non-Muslims using English. English is also very important because it is used as a medium to resolve misunderstandings.

Based on the description above, it can be concluded that in addition to politics, culture, economics, English is also important in the field of Islamic education which is intended for propaganda communication, especially digital propaganda using the internet. The language that is mostly used when accessing the internet is mostly in English, as well as preachers who deliver it, especially in foreign countries, use English as a second language or even the first language in communication. so that English can be referred to as the "unifying" international language of the world.

The Importance of Using English in Da'wah Digital in the Covid-19 Era

Development in the millennial era is marked by the increasing use of communication media, technology, and information which makes the boundaries of the

country blurred. So it requires propaganda so that Islam can still be spread without global restrictions. Along with the rapid development of digital technology, the development of da'wah is also developing with the use of English. Therefore English is needed so that the message conveyed by an accuser can be well received by his audience.

The Americas and Europe are large continents whose majority of people are able to speak English. So that a preacher especially those from Indonesia really need to be proficient in English. Especially in the communities on the two continents are mostly non-Muslims. One example is Dr. Zajir Naik, a famous preacher from India. He is able to speak English so that he is successful in making da'wah in various countries.

There is no country that escapes the friction of globalization. Conflicts that occur in the world are increasing with the rapid flow of globalization. The conflict that occurred between Palestine and Israel is one example of conflict that occurred in the era of globalization. This conflict attracted a lot of attention from the world, especially the Muslims, when they saw the news in the media of bloodshed, especially for women and young children.

To resolve conflicts that occur, the use of language is needed when going to peace meetings in order to resolve conflicts. During the meeting, of course, the use of English that is easy to understand and has been determined as an international language is needed. In this case English acts as an intermediate language in resolving religious conflicts.

CONCLUSION

With the development of technology and information, the emergence of various media to be used as a forum to convey the message of da'wah. Da'wah is very important for the media to convey the values of Islamic teachings. This is because the media has a large role in conveying information and as a communication tool. The development of Islam in the millennial era might have suffered a setback if it was not adapted by the use of English in da'wah. An important reason for the use of English in da'wah is that English makes it easy to deliver da'wah messages to the audience. In addition, English is also an intermediate language in resolving religious conflicts.

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