

ANALYSIS OF THE MEANING OF DA'WAH SPEECH ACTS IN THE FILM NEGERI 5 MENARA

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Abstrak

Penelitian ini bertujuan menganalisis tentang tindak tutur dakwah yang terdapat dalam film negeri 5 menara. Metode Penelitian yang digunakan adalah metode deskriptif kualitatif bertujuan untuk mendeskripsikan bentuk dan fungsi tuturan pada film negeri 5 menara. Penelitian kualitatif merupakan penelitian yang menghasilkan data berupa kata-kata tertulis atau lisan dari penutur dan mitra tutur yang diteliti. Oleh karena itu, data yang dikumpulkan berupa kata-kata atau tuturan. Penggunaan metode deskriptif dikarenakan objek penelitian dapat dianalisis dengan mempertimbangkan gejala-gejala kebahasaan secara teliti dan seperti adanya laporannya penelitian berupa kutipan-kutipan data yang dideskripsikan sebagai hasil analisis penelitian. Hasil penelitian ini menunjukkan bahwa dalam film Negeri 5 Menara dijelaskan dalam 28 scene. Setiap scene dalam film menggambarkan berbagai bentuk penyampaian pesan dakwah berbakti kepada orang tua, melaksanakan sholat, menjaga persaudaraan, motivasi dan menuntut ilmu di jalan Allah SWT.

Kata kunci: *Film Negeri 5 Menara, Macam-macam tindak tutur, Dakwah*

Abstract

This study to analysis the speech acts of da'wah contained in the film Negeri 5 Menara. The research method used is a qualitative descriptive method aimed at describing the forms and functions of speech in the Negeri 5 Menara film. Qualitative research is research that produces data in the form of written or spoken words from speakers and speech partners under study. Therefore, the data collected is in the form of words or utterances. The use of the descriptive method is because the research object can be analyzed by carefully considering linguistic symptoms and as the existence of research reports in the form of data quotations which are described as the results of research analysis. The results of this study indicate that in the film Negeri 5 Menara it is explained in 28 scenes. Every scene in the film depicts various forms of delivering filial da'wah messages to parents, performing prayers, maintaining brotherhood, motivation and studying in the way of Allah SWT.

Keywords: *Film Negeri 5 Menara, Kinds of speech acts, Da'wah*

INTRODUCTION

Pragmatics is a science that studies utterances, namely utterances made by a person to state what is meant by someone in a speech act, and associate meaning with who speaks to whom, where, and how. Speech act is a central entity in pragmatics and is the basis for the analysis of other topics in this field such as presupposition, following, conversational implicature, cooperative principle and politeness principle (Syarifuddin, S., 2017). Speech acts use language media as the main means of expressing ideas, suggestions, opinions, and feelings orally. Speech acts are usually used to report, state, criticize, and ask. An utterance besides functioning to say or inform something can also be used to do something. When this happens, the speech act that is formed is a locutionary speech act. Locutionary act is a speech act to express something. This utterance is referred to as The act of saying something. In locutionary acts, utterances are made only to state something without any other tendencies or goals, let alone to influence the other person. Locutionary acts are relatively easy to identify in utterances because identification tends to be carried out without including the speech context included in the speech situation (Wijana, 1994; Muhajir., 2018).

Da'wah as an activity of Muslims in its development is always experiencing growth. Both in terms of methods and media used. Dakwah is calling, calling to the path of Allah SWT. for the happiness of the world and the hereafter by using the language of the human condition which is preached (mad'u) or "calling", calling on God's way for the happiness of humans in the world and the hereafter with real actions that are in accordance with human conditions". In practice, there are several media that can be used to convey da'wah messages from preachers to mad'u, which can be classified into three groups: first, spoken media or the spoke words, which are tools that can make sounds such as radios, telephones, and the like (Yunus, M., Rahmawati, S., Muliadi., 2022). Among the media that can be used in preaching media is film, even though film is not the only best media for preaching, but by using film as a propaganda medium, it is hoped that mad'u will find positive characters in the film, so it is hoped that by watching the film, mad'u will be influenced by the characters in the film and are expected to take exemplary examples and lessons in the film.

METHOD

The research analyzes the speech acts of da'wah contained in the film Negeri 5 Menara. Literature research aims to describe the forms and functions of speech in the film Negeri 5 Menara. Research using descriptive qualitative. Qualitative research is research that produces data in the form of written or spoken words from the speakers and speech partners studied (Rachmat, 28). Therefore, the data collected is in the form of words or utterances. The use of the descriptive method is because the research object can be analyzed by carefully considering linguistic symptoms and as a result of research reports in the form of data quotations which are described as the results of research analysis. In the research on the analysis of da'wah speech acts in the film Negeri 5 Menara, the researcher uses a type of qualitative research. Qualitative research is research that is carried out in natural settings in the community, not in a laboratory, using natural methods (can be observation, interviews, thoughts, reading, and writing). In ways that are natural and the objectives of qualitative research are considered as subjects that are placed as sources of information. This technique is very suitable for analyzing the contents of da'wah messages in the film Negeri 5 Menara. By using this technique, it will be easier for researchers to analyze the da'wah communication messages conveyed in the film. This analysis is widely used to describe the characteristics of a message.

The data sources used in this study are divided into two, namely:


The primary data in this study is the film Negeri 5 Menara. This film is the main data in conducting research related to da'wah messages in the film Negeri 5 Menara which is the object of research. Secondary data is written data from literature that aims to obtain theories relevant to research, whether sourced from scientific papers, book references, documentation materials, blogs or websites, scientific journals and other written data related to research titles. Data analysis is an analysis of the data collected by researchers through certain methodological devices (Burhanuddin, 2015). at this analysis stage, data obtained from various sources, namely observation and documentation as well as other supporting data were collected and analyzed with qualitative analysis. Researchers will describe the research object as it is in accordance with reality. This type of research is content analysis of da'wah messages in the film Negeri 5 Menara. This research on content analysis is based on the assumption of one of the leaders of content analysis, namely Ole R. Holsti. According to Holsti, the content analysis method is a technique for drawing conclusions by identifying various special characteristics of a message in an objective, systematic, and generalist manner. In Holistic language content analysis, here is used to answer the questions "what, to whom, and how" of a communication process.

FINDINGS AND DISCUSSION

Speech Acts of Da'wah Messages in the Film Negeri 5 Menara


Through the film Negeri 5 Menara, speech acts of da'wah messages are delivered, namely through the selection of several scenes which do contain speech acts of da'wah messages in them. The description of these categories is based on an analysis of each scene. the selected scene is based on the background that is carried

Table 1: Conversation about the events of Father discussing religious schools

Scane	Picture	Incident	Conversation
1		Father discussed religious school	Mother: My heart is sad to see the fate of religious schools. It's just a dump for children. Father: Yes, but not all of them are like that Mother: It's almost now, what happens if it's like that? Foolish Islam, there can be no more people like hamka


Alif's mother told her husband about her sadness at seeing the fate of a religious school as only a dumping ground for naughty children. Based on the scene above, it can be seen that the speech act of the message of da'wah in this film interprets that the character of Alif's mother is a mother who is religious and pays attention to the fate of her children and their children's education. This is evidenced by his concern for religious schools which are only used as dumping grounds for naughty children.

Table 2: Conversation about father's story about pesantren

Scane	Picture	Incident	Conversation
2		My father told me about the boarding school	Father: yes, I agree, like Buyung Epo's son, his naughty son throws tantrums at the market, throws tantrums at school and doesn't go to class. To get rid of responsibility, put your child in an Islamic boarding school, like that, right?


Alif's father said that by enrolling children in Islamic boarding schools, the children would be more responsible. Based on the scene above, the researcher can interpret that the speech act of the da'wah message in this scene is that Alif's father is a religious figure, this is evidenced by his statement which says that if children are put into the pesantren environment, they will learn to be responsible.

Table 3: Thinking about Alif Education

Scane	Picture	Incident	Conversation
3		Thinking about Alif's Education	Mother: It's okay to be like that, but if the intention and the seeds are bad like that, everything that grows is even worse. I can feel it myself, my dad also teaches (Alif comes home from school) Mother : Alif is a smart boy, surely he understands my good intentions. Alif : What is it mother? Father? Alif doesn't want to go to boarding school (while running out of the house) Mother: Alif !!!

Alif's mother wanted Alif to continue his education at the Islamic boarding school and his mother said that Alif was a smart child and could understand, then suddenly Alif came and greeted his parents and his greetings were returned by both parents as well. Based on the scene above, the researcher interprets that the speech act said by Alif's mother is Alif's great hope that Alif will continue his education at Islamic boarding schools is a noble goal so that Alif does not only understand world knowledge but can deepen knowledge of Islam. Then the greeting Alif said to his parents indicated that he obeyed the Islamic religious laws as well as his parents who replied to Alif's words.

Table 4: Conversation about Alif's prayer

Scane	Picture	Incident	Conversation
4		Alif is doing his morning prayer in his bedroom	Father: Accompany Dad (Alif daydreams)

Alif is doing his morning prayer in his bedroom, based on the scane above, the researcher interprets him as a child who obeys the obligation to pray 5 times a day. Prayer is the first act of worship to be taken into account in reckoning, as the hadith of the Prophet Muhammad said: "The first act of worship for a servant on the Day of Judgment is prayer. If the prayer is good, then all other deeds are good, and if the prayer is broken then all other deeds are corrupted.

Moral Values in the Film Negeri 5 Menara

In the Negeri 5 Menara film, there are also religious values such as encouragement to adhere to religion and apply religious values in everyday life. This is applied as a basis for demanding that humans really know, understand, and have a purpose in life, especially in studying. The director in the Negeri 5 Menara film was also quite successful in conveying the message that all people do have personal freedom, but because humans live in a society, they must still be disciplined and follow the prevailing social rules. The essence of what the director wants to convey in this film is the form of da'wah messages contained in the Negeri 5 Menara film, of course this refers to Islamic values according to the Qur'an and Hadith. Disclosure of da'wah messages there are several scenes that illustrate the application of da'wah messages. The da'wah messages that will be discussed in this study are applications that contain Amar Ma'ruf's da'wah messages, advice and motivation, devotion to parents, relationships between people in the film Negeri 5 Menara.

1. Dakwah invites Amar Ma'ruf to refrain from evil

Amar Ma'ruf Nahi Mungkar is a phrase in Arabic which means an order to invite or suggest good things and this phrase in Islamic law is obligatory. The argument for Amar Ma'ruf Nahi Mungkar as stated in QS Luqman (31/17)

أَصَابَكَ شَيْءٌ إِنَّ ذَلِكَ مِنْ عَزْمِ الْأُمُورِ Amen

Meaning: O my son, establish prayer and order (humans) to do good and prevent (them) from doing what is wrong and be patient with what befalls you. Verily, this is among the things that are obligatory (by Allah). The verse above explains that in fact those things which have a very high position and are at a far-reaching level in goodness, namely prayer, amr ma'ruf and nahi munkar or patience are among the things that Allah has commanded to prioritize, so there is no reason to ignore them (Quraish Shihab, 2007). Luqman's advice above concerns matters relating to good deeds whose culmination is prayer, as well as good deeds which are reflected in amr ma'ruf and nahi munkar, as well as advice in the form of a shield that fortifies someone from failure, namely patience and steadfastness. Asking to do ma'ruf contains a message to do it, because it is not natural to ask before oneself has done it. Likewise forbidding evil, demanding that those who prohibit it first prevent themselves from doing it. That seems to be the reason why

Luqman did not order, order and prevent. On the other hand, getting children to carry out

these demands creates a spirit of leadership and social care in them. Da'wah by amar ma'ruf nahi munkar is carried out according to ability in an effort to invite people to good and leave bad. Da'wah amar ma'ruf nahi munkar can be done by deed, word and lisa or at least hate it in the heart for the evil that occurs. The scene that reflects, invites amar ma'ruf nahi munkar in the Film Negeri 5 Menara, namely: Scene 19 when Kyai Rais gives a speech and advice to the new caliphs, "we will train you to become cadres of leaders to become great people' ". Great people are people who graduate with sincerity to give their knowledge to people in remote areas.

2. Da'wah with advice and motivation

Good advice is a tool that connects someone's soul quickly, especially advice that we say sincerely from our deepest hearts. Undoubtedly, it will have a direct impact on the child's heart. In order for advice to bring improvement, pay attention to the following: Repeat advice, because human nature is to forget, but don't go overboard so that it makes the soul bored, choose the right time, namely the time when the mental condition is conducive. Use words that are easy and understandable according to children and comprehension. The scenes reflecting the strengthening of relations between people in Film Negeri 5 Menara are: scene 20 when Alif and his friends provide motivation and encouragement to Baso who will take part in an English speech with the theme "Alqur'an".

3. Da'wah with filial piety to both parents

Serving parents is a noble practice and is required by Allah SWT and His Messenger. Allah SWT's command has clearly stated that "The pleasure of parents is the pleasure of Allah SWT, the anger of parents is the anger of Allah SWT. The verse that explains about being devoted to both parents is listed in QS An Nisa' 4/30.

وَبَشِّرِ

Meaning: And whoever does this by violating the rights and persecution, then We will later put him into hell. That is easy for Allah. The verse above explains that it is logical that if you violate the agreed terms or conditions, you will be subject to sanctions, both in this world and in the hereafter. Indeed, right after the last verse stated the provisions, this verse emphasizes that and whoever does so, that is, commits a very large agency and abuses, we will send him to hell, even though his life in this world is still long, but that is Allah's provision. . That way, that is, putting them into hell is easy for Allah. The scene that reflects filial piety to parents in the Negeri 5 Menara Film, namely: scene 9 when Alif agrees to continue his studies in East Java (Pondok Madani) then his parents smile happily at Alif's decision.

4. Da'wah by strengthening relationships between people

As social beings, humans basically need each other. In social life, humans should strengthen family relationships with each other. Islam encourages every Muslim to maintain friendship. Hospitality relationships are encouraged not only with family, friends, and closest friends but also with fellow human beings.

CONCLUSION

The missionary messages contained in the Negeri 5 Menara film are explained in 28 scenes. Every scene in the film depicts various forms of delivering filial da'wah messages to parents, performing prayers, maintaining brotherhood, motivation and studying in the way of Allah SWT. The message that the director wants to convey in the Negeri 5 Menara film is Man Jadda Wa Jadda, who is serious will surely succeed. This is the main message that the director wants to convey in the film. In addition, the film also conveys the form of da'wah messages.

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