

The Role of Design Applications in Da'wah Creativity among Islamic Communication and Broadcasting Students at IAI AL-AZIS

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Abstract

This research was conducted at the H.M Soeharto building whose target was related to the ability of Islamic Communication and Broadcasting students to use design applications. The second subject matter is, how Islamic Communication and Broadcasting students increase da'wah creativity by using design applications. This research applies qualitative methods that focus on in-depth and detailed observations. Thus, this method can produce a more thorough understanding of the phenomenon or problem being studied. Data were collected through interviews, observations, and documentation with KPI IAI AL-AZIS students. The results of this study show that Islamic Communication and Broadcasting (KPI) students show a good ability to use the Canva design application, which makes it easier for them to make designs. They utilize Canva's features creatively. KPI students can also improve their da'wah creativity through Canva, by following the stages of the creative process and aspects.

Keywords: *Design Application, Creativity, Da'wah, College Student*

Abstrak. (Garamond 10 pt)

Penelitian ini dilakukan di gedung H.M Soeharto untuk mengkaji kurangnya kreativitas dalam dakwah digital yang dilakukan oleh mahasiswa KPI IAI AL-AZIS, yang dapat diatasi melalui penggunaan aplikasi desain. Dengan adanya perkembangan teknologi dan munculnya aplikasi-aplikasi desain, diharapkan akan memudahkan para mahasiswa KPI IAI AL-AZIS dalam mengembangkan kreativitas mahasiswa baik dalam dakwah maupun dalam pendidikan. Penelitian ini menerapkan metode kualitatif yang fokus pada pengamatan mendalam dan terperinci. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi dengan mahasiswa Prodi KPI IAI AL-AZIS. Hasil penelitian ini menunjukkan bahwa mahasiswa Komunikasi dan Penyiaran Islam (KPI) memiliki kemampuan yang baik dalam menggunakan aplikasi desain seperti Canva, Adobe Photoshop, dan PixelLab. Mahasiswa KPI juga dapat meningkatkan kreativitas dakwah mereka melalui aplikasi desain, dengan mengikuti tahapan proses dan aspek-aspek kreatif.

Kata kunci: *Aplikasi Desain, Kreativitas, Dakwah, Mahasiswa*

INTRODUCTION

At this time, we have entered the era of the "Industrial Revolution 4.0" where technology is developing and society is increasingly reaching everything with the development of technology. In this day and age, technological progress is something that cannot be stopped because it always runs in accordance with the development of human knowledge. Along with technological advancements, this will give rise to many innovations that provide positive and

easy-to-use benefits as well as new methods for individuals to engage in technology-related activities (Darwis, 2024; Jamun, 2018).

In this day and age, technology is very accessible to anyone. In the past, we received information through print media and television, in contrast to now we can access it through the Internet. Technological advancements have undoubtedly had an impact on meaningful changes in human life. Today, we can see how technology has affected people's lifestyles and social interactions, especially among college students (Ulum, Suhartono, & Sistiarni, 2020; Wahyudi & Sukmasari, 2014).

With the development of technology and the existence of applications, it will make it easier for KPI IAI AL-AZIS students to develop student creativity both in da'wah and in education. KPI IAI AL-AZIS students study the Visual Communication Design course. This course studies communication in visual form. Visual communication is a type of communication that emphasizes visual language. The methodology used in Visual Communication Design supports a creative process that requires several steps to get the desired result.

Communication means are used as a da'wah medium. Da'wah activities are to invite fellow Muslims to do amar ma'ruf nahi munkar deeds. Along with the development of information and communication technology that is increasingly advanced, da'wah must adapt to remain relevant to the times. Means of communication are such as verbal, written, audio, visual, and multimedia. Based on this statement, da'wah can be carried out through visual communication media, including all forms of media that can be understood through sight, such as books, advertisements, banners, billboards, posters, pamphlets, and others. (Ni'mah, 2016)

In this digital era, it is important to realize that students must have graphic design skills. Graphic design skills are one of the important and indispensable competencies in today's digital technology era. In the process of creating a design, a designer relies on a variety of devices, including the design application used. Some of the popular apps used by designers around the world are Adobe Illustrator, Adobe Photoshop, and Adobe After Effects, CorelDRAW, and Canva to create designs. The existence of these applications makes it easy to create designs according to needs. It requires one to remain sensitive to technological developments and trends in the world of graphic design (Mulyani, 2022; Widyana & Waluyanto, 2022).

Based on the explanation above, this study aims to explore how the design creativity of KPI IAI AL-AZIS students develops in the context of digital da'wah, considering the importance of graphic design skills as an essential competency in the digital era. By utilizing various design applications, students are expected to be able to create more creative, innovative, and interesting da'wah content. This is not only to support the teaching and learning process, but also to make da'wah more relevant and acceptable to a wider audience through visual media.

THEORETICAL REVIEW

Design applications have a very important role for a graphic designer, as they are the primary means used to create designs. The app serves as an intermediary and a container where designers develop their creative ideas into visual works. Some of the popular applications used by designers are Adobe Illustrator, Adobe Photoshop, and Adobe After Effects. As time goes by and the times evolve, more and more design apps are easily accessible to designers, such as Canva & PixelLab (Widyana & Waluyanto, 2022).

Design is a process that aims to analyze, evaluate, improve, and develop optimal physical and non-physical systems for the future by using existing information. In this context,

design applications become a tool or media that allows students to realize their vision and express design concepts more creatively. There are three design applications discussed in this study, namely Canva, Adobe Photoshop, and PixelLab (Lestari & Munib, 2022).

The theoretical basis used in this study is the theory of Uses and Gratification, the hypothesis of use and satisfaction developed in the early 1940s by Katz and Blumler, and aims to explain why individuals use a particular medium, what requirements they have to use it, and what pleasure people derive from using that medium. Katz's theorists, Gurevitch & Haas, categorize the theory of Uses and Gratifications in several needs, including affective, cognitive, personal, integrative, and tension-free needs (Kasirye, 2024).

In the context of this study, the use of the theory of Uses and Gratifications, can provide valuable insights into how design applications are used in the context of da'wah by students, as well as the factors that affect their use and satisfaction. Not only technological intelligence and the acquisition of religious knowledge need to be possessed but also the creativity to engage with the audience to convey the message clearly. The da'wah process in digital media requires the creativity of preachers because these messages must be disseminated appropriately and able to build good engagement (Sholihah & Rohmatulloh, 2023).

Ellis Paul Torrance, in his view, defines creativity as a process that consists of understanding a problem, finding various possible solutions, making hypotheses, testing, evaluating, and presenting the results to others. Some aspects of creativity in the Torrance model are: Fluency, Originality, Flexibility, and Elaboration (Leviasari, 2021; Larasati, 2021).

Creativity in the Islamic perspective is reflected through the concept of Al-Khaliq, which means that Allah is the Creator. Although the Qur'an does not directly use the term "creativity," this concept is implied in many verses that highlight the human ability to think, create, and produce new things. Creativity in this study focuses on the creativity aspect in da'wah content, especially in terms of attractiveness, layout, and creativity of content creators. The main purpose of this creativity is so that da'wah messages or materials can be conveyed to the audience (Mad'u) effectively, so as to arouse students' creativity in creating content.

According to, da'wah is an activity that invites and calls on humans to follow the teachings and instructions of Allah to achieve pleasure in this world and the hereafter. In carrying out da'wah, what is important is not only the content and purpose of the message, but also the methods and techniques used. In its implementation, a dai needs the media as a tool to convey da'wah material to mad'u (Rosi, 2022; Mulyana, 2023).

With the development of various kinds of da'wah media in society, such as television, the internet, and others, it is easier for people to obtain religious enlightenment without having to interact directly. Da'wah is not only limited to giving lectures about Islam and performing worship but also includes various other aspects such as actions, attitudes, behaviors, and ways of thinking. The delivery of da'wah is now not fixated on lecture methods or traditional approaches, it even needs a contemporary approach that can meet the needs and targets of da'wah (Rosi, 2022; Ismail, Mujani, & Zuhaily A.M, 2018; Sahad, 2020).

This research also uses the theory of creativity developed by Graham Wallas in 1926. His theory, known as the "Wallas Model of the Creative Process," describes four main stages in the creative process: the Preparation stage, the incubation stage, the illumination stage, and the verification stage (Nadhifah, 2023).

RESEARCH METHODS

In this study, the researcher uses a qualitative research approach. According to Sugiyono, qualitative research is a research method used to research on the natural condition of objects. This research focuses on in-depth and detailed observations. Thus, this method can produce a more thorough understanding of the problem being studied. Data was collected through interviews, observations, and documentation (Sugiyono, 2019).

RESULTS AND DISCUSSION

Based on the results of the research conducted from observations, interviews, and documentation, the researcher will elaborate on the data analysis to further explain the results of the research. Below will be discussed research analysis on the use of design applications and find out how KPI IAI-ALAZIS students improve their creativity and skills in creating da'wah content.

Usability of Design Application

Islamic Communication and Broadcasting (KPI) students have good abilities in using design applications such as Canva. They find Canva very useful with a variety of easy-to-use features, helping in pouring ideas and improving design skills.

Students also have the ability to use design applications such as Adobe Photoshop. The use of the application makes it very easy for students to make designs. Usually, after the concept stage is completed and before entering the design execution stage, if the design requires more detailed editing, it can be edited using Adobe Photoshop.

The ability to master the PixelLab application, students are quite proficient because of their experience in designing content. The use of this application makes it easier to develop and create design works. However, there are drawbacks such as the limited design assets provided and bugs in some tools, such as when applying effects to fonts.

In the explanation above, students are able to use several applications such as Canva, Adobe Photoshop, and PixelLab. However, the average student uses the Canva application more often, because Canva is considered practical enough to create simple designs with adequate tools. They are able to make good use of Canva's features and are more exploratory in creating designs.

The use of each application can also be categorized by the criteria of user needs. Canva is suitable for users who need quick and simple designs because many ready-made templates make the design process easy as well as web-based access, so there is no need for special software installation, Adobe Photoshop is more suitable for professionals and experienced users who need advanced features and in-depth customization, and PixelLab is suitable for beginners who want to edit simple designs, although PixelLab's features are more limited compared to other apps.

Increasing Da'wah Creativity through the Use of Design Applications

Increasing student creativity through the creative process stage, students tend to increase their creativity only up to the illumination stage in making da'wah designs or content. This stage marks the moment when their ideas are expressed or expressed in the creation of the design. However, two students made designs until the final stage of verification. In addition, some students did not follow these stages of creativity.

In the process of making a design, the student did not apply the appropriate stages, because in making the design they only made a design using the features and templates that were already available. It can be concluded that the improvement in the creative process of students in

creating da'wah content follows stages of creativity, such as the stages of preparation, incubation, illumination, and verification.

The increase in student creativity in addition to being seen from the stages of creativity can also be seen from several aspects of creativity. Students are able to apply aspects of creativity to increase their da'wah creativity, starting from aspects of fluency, originality, flexibility, and elaboration. However, students tend to apply the creativity aspect only to the flexibility aspect or the stage of generating ideas that come from different perspectives.

In the aspect of creativity, the researcher assessed the results of the interviews and also looked at the results of several comparisons of student designs. From the results of the student design, some show an improvement in the design, in the selection of colors, illustrations, and the preparation of a neater and more orderly layout, all of which can be seen an improvement in perfecting ideas and designs.

Students also showed an improvement in flexibility with a combination of various visual elements, and detail in decorative elements and layout arrangements that showed improved aspects of elaboration, deep thinking, and attention to detail. It can be concluded from the discussion above, that students have increased creativity for the creation of da'wah content design, by integrating aspects of creativity. So that the design made looks easy to understand, and attracts the audience. However, it was also found that students did not follow all aspects of existing creativity, but could only generate ideas in making their designs, by looking at references from templates and then adjusting as desired.

CONCLUSION AND SUGGESTIONS

Based on the results of research and discussion on the ability to use design applications and increase the creativity of da'wah KPI students. So, the researcher concluded that Islamic Communication and Broadcasting students showed good ability in using design applications such as Canva, Adobe Photoshop, and PixelLab, with a more frequent preference for Canva because of its convenience. The selection of design applications is based on the level of satisfaction they feel. Through the use of these applications, students can increase their creativity in da'wah by creating new designs that are more attractive through the creative process and the application of aspects of creativity.

Based on the results of research collected from data in the field, this research is going well. However, there is nothing wrong if the researcher wants to convey some suggestions that hopefully can be useful for the progress of education in general. The suggestions put forward by the researcher are as follows:

1. Research more deeply about how students use design applications for the needs of creating da'wah content or others.
2. The current research context is limited to students of the Islamic Communication and Broadcasting Study Program. Further research can expand the scope, including students from other study programs who may also utilize design applications in their da'wah activities.
3. Examining the comparison of the effectiveness and creativity of da'wah carried out through digital media using design applications with traditional da'wah.
4. Analyzing how students' culture and social environment affect their creativity in using design applications for da'wah.

With the above suggestions, it is hoped that researchers can make a deeper and broader contribution to the understanding of the role of technology and creativity in da'wah, as well as help, develop more effective strategies for da'wah activities among students.

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