

## Activity In The Middle Of The Company

Mhd Razaq's blessing<sup>1</sup>  
Lasminar Sihombing<sup>2</sup>

<sup>1,2</sup>University of Muhammadiyah North Sumatra, Indonesia,

<sup>1</sup>E-mail: [mresturazaq@gmail.com](mailto:mresturazaq@gmail.com)

<sup>2</sup>E-mail: [minarlusia@gmail.com](mailto:minarlusia@gmail.com)

---

**Abstract:** *Da'wah is not just limited to oral activities, but Da'wah can be done by an institute or company that includes all verbal activities and actions of one company that often performs Da'wah activities is a company. This study aims to determine and analyze how the da'wah activities carried out at the company in increasing the devotion of accountant employees. This study uses a qualitative approach to the type of case study research. Data collection techniques used were observation, interviews, and documentation. The results of this study show that the da'wah activities carried out by the company by carrying out the chase every week on Friday, in addition to the company doing special recitation in the month of Ramadan, as well as carrying out celebrations of religious holidays. The material delivered at the time of the recitation took place that is different every week. With the study of the company, it will increase the devotion of each employee, especially in the field of accountant.*

**Keywords:** Da'wah

---

### A. Introduction

The term "company" is contained in article 6 of the Commercial Code which regulates the organization of records which must be carried out by everyone who runs the company. Even so, the KUH Commerce does not contain an authentic interpretation of the meaning of the company (Chindir, 2005).

Companies, according to Molengraff, are all actions carried out continuously, acting out, to earn income, by trading goods, delivering goods, or entering into trade agreements (Khadir, 2005).

Meanwhile, according to Polak, a business can be included in the understanding of the company if the business has a bookkeeping regulation, namely the calculation of profit and loss (Khadir, 2005).

The same thing was also said by (Sumarni, 1997), a company is a unit of production activities that processes economic resources to provide goods and services for the community with the aim of obtaining profits and satisfying the needs of consumers or society.

From the above understanding, it can be concluded that the company is a place of production to provide goods and services for the community with the aim of obtaining benefits and satisfying the needs of the community.

Then, along with the times, in the city of Medan many companies, both small and large scale, have very many employees and the majority of them are Muslim. Therefore, in order to fulfill the needs of employees spiritually and to motivate the work of employees, the company also provides religious activities that are centered at the mosque and mosque.

However, the mosque offered by the company is mostly used only for praying, but the propaganda that is done is very lacking.

Based on the flow of the phenomenon above, the writer is interested in raising the issue in a paper in the form of research with the title *Da'wah Activities in the Middle of the Company*.

## **B. Problem Formulation**

Based on the background stated above, it can be concluded the formulation of the problem is how the preaching activities carried out at the company to increase the devotion of accountant employees.

## **C. Research Objectives**

The purpose of this study is to find out and analyze how the preaching activities carried out at the company to increase the devotion of accountant employees.

## **D. Research Benefits**

The benefits of this research are as follows;

1. For writers  
Can provide more in-depth knowledge about propaganda activities in the company.
2. For the company.  
This research is expected to be used as a reference in making policies in order to improve employee devotion in the company.
3. For Future Researchers  
This research is expected to be used as a basis for the development of further research and the development of science in the future.

## **Theoretical Basis**

### **A. Theoretical Description**

#### **1. Da'wah**

##### **a. Definition of Da'wah**

Etymologically, da'wah is taken from the words da'a, yad'u, da'wan or da'watan, which means: to call, invite. While people who call or invite are called preachers. In terms of language, da'wah gives a gentle and non-coercive meaning. Da'wah is just an exciting and inviting activity. Da'wah also contains a message of peace. Because preaching aims to glue various elements and construct society towards improvement.<sup>10</sup> Thus, if the propaganda activity is accompanied by various threats and pressures, then in fact the activity is contrary to the meaning of preaching itself (Qorib, 2018).

Da'wah in broad outline is the process of organizing an effort or activity carried out to invite people to believe and obey Allah SWT, or embrace Islam, carry out amar ma'uf nahyi munkar, so as to achieve happiness in the world and the hereafter and achieve the pleasure of Allah SWT.

Basically, da'wah is the need for religion to realize the concept of Islam rahmatan lil 'alamin. There are two different dimensions of da'wah, but they cannot be separated, namely: the content and form, the material and how to convey it. Both are very determining productivity in da'wah. Da'wah material because it is the teachings of Islam the nature is not limited to space and time and will always be the same. For example, material monotheism, morals, worship and mu 'amalah, from the time of the Prophet it remains the same material, only there may be development in certain aspects along with the times, (Qorib, 2018).

## **b. Dawah elements**

Da'wah is a joint effort of a group of people who need elements as needed by management in general. According to (Siddiq, 1993) As for the elements of preaching management: propaganda material, missionary interpreter (da'i), object of preaching (mad'u), method of preaching, means of preaching (means of preaching) and the purpose of preaching.

### 1) Da'wah material

Da'wah material contains the teachings of Islam. These teachings must be conveyed to humanity and invite them to want to accept and follow it. It is hoped that the teachings of Islam that can really be known and lived and practiced, so that they live and live in accordance with the provisions of the Islamic religion.

### 2) Da 'i (Da'wah)

The person in charge of da'wah is every Muslim, and every person who is more intelligent from their Muslims is liable to da'wah, whether male or female, it is not certain whether he is an ulema or not, because the obligation of da'wah is an obligation that is borne by them entirely.

### 3) Da'wah Objects

The recipients of Islamic da'wah are human beings or society. Mankind as the object of da'wah is one of the most important elements in the da'wah system that is no less inferior to the other elements. Therefore, the problems of this society should be well studied before proceeding to the actual preaching activities.

### 4) Means of Da'wah (means of Da'wah) What is meant by means of Da'wah is everything that helps the implementation of Da'wah, either in the form of objects (material) or not objects. In development like now Da'wah must adapt to the situation and conditions that are increasingly changing in a more advanced direction. For this reason, in addition to the success of da'wah is determined by the da'i itself is also determined by the means and infrastructure. In this day and age many instruments that can be used for propaganda activities. These instruments can be used as a means of supporting propaganda, including:

1) Visual media is a tool that can be operated for dakwah pieces that can be captured by the sense of sight, for example films, pictures or through photographs of Islamic activities

2) Auditive media, which are devices that can be operated as a means of listening, for example: radio, tape recorder, telephone, telegram and others.

3) Print media, which are all forms of print that are written and compiled in a print, for example: books, newspapers, bulletins, and so on.

### 5) Purpose of Da'wah

The purpose of the program of propaganda activities and religious information is nothing but to foster understanding, awareness, appreciation, and practice of religious teachings that are justified by the da'wah.

Therefore, the scope of da'wah is related to the formation of mental attitudes and the development of motivations that are positive in all fields

## **Research Methods**

### **A. Research Approach**

The research approach used is a descriptive research approach which is a method in which data is collected, compiled, interpreted and analyzed in order to provide a picture of a particular situation so that conclusions can be drawn. According to (Sugiyono, 2018) The

purpose of descriptive research is to make systematic, factual, and accurate description of facts and the characteristics of certain populations or regions.

## **B. Types and Sources of Data**

1. Types of Data In this study, the type of data used is Qualitative Data. A qualitative approach is an approach in conducting scientific-oriented research.
2. Data Sources In this study, the source of data used is primary data. Primary data is data obtained by conducting research directly at the research site, in order to find information as supporting data for research.

## **C. Data Collection Techniques**

The data collection techniques used are through observation, documentation studies and interviews.

1. Interview / Interview, According to (Juliandi, 2015) is a direct dialogue between researchers and respondents.
2. Study documentation. According to (Juliandi, 2015) is a written record of various activities or events in the past by collecting data by seeing or observing directly an object under study
3. Observation / Observation. According to (Juliandi, 2015) is the activity of seeing a condition directly on the object under study.

## **D. Data Analysis Techniques**

The data analysis technique used in this study is to use descriptive methods. Descriptive analysis is a data analysis technique that will be used, collecting data that has been determined, then grouping it, interpreting, and analyzing data and compared with theory, so that it can provide information and clear images then a conclusion is drawn and then give advice.

## **Research Result**

### **A. Research Results**

In the implementation process, humans are the main movers which are the most important elements in an organization. Basically moving the organization (human) is not an easy job. Managing humans is usually very difficult, because humans have different knowledge, experiences and tastes. To be able to move him a manager is required to be able and have the art to move others. It also requires a leader / manager who has management skills (managerial skills) with an appropriate and applicable leadership style.

The implementation steps that are applied to corporate missionary activities are as follows:

1. Providing motivation In giving motivation to the management, the chairman of the Al-Ikhlâs Mosque of PT Phapros Semarang did it by:
  - a. Involve takmir management in the decision making process.
  - b. Provision of complete information about the scope of da'wah and the intricacies of the activities carried out. With this information, it will be easier for the parties concerned to know their duties in each activity, so that they can carry it out with a full sense of responsibility and have the stability and certainty in doing it.
  - c. Proper placement The selection and placement of people in the implementation of each activity is adjusted to their expertise.

- d. Provide a pleasant atmosphere A pleasant atmosphere can also improve the work of someone, because in good conditions a person can think and work optimally. A pleasant atmosphere can arise because of an appropriate relationship between one person with another and the availability of necessary facilities such as a clean and comfortable workplace, as well as adequate lighting.
2. Establishing relationships For the realization of harmonization and synchronization, a relationship or coordination between employees is needed. With this relationship, at least it can prevent tensions or conflicts that might be biased. In carrying out the intertwined relations between the workers in the da'wah activities carried out by means of kinship and conducting studies.
3. Implementation of communication Reciprocal communication between leaders and the executors of activities is very important for the smooth process of activities that exist in propaganda activities in the company. Therefore, between leaders and subordinates need good communication, to avoid misunderstanding, distrust and mutual suspicion between leaders and subordinates. To carry out the missionary activities the company follows from the preaching activity matrix that had been planned for the previous year. In the activity matrix that includes work programs that have been prepared previously

Furthermore, the weekly da'wah activities, including recitation on Friday evening. This activity is carried out every Friday. This activity was filled with different speakers each week in accordance with the schedule determined at the takmir meeting a year earlier. Among the next weekly da'wah activities is the Friday sermon on the procession of Friday prayers.

Furthermore, the monthly da'wah activities, in the form of community social activities, namely orphan and dhu'afa compensation. Compensation is given to the orphans and dhu'afa who are in the company. The compensation given is in the form of cash in the hope that it can be used as needed and can help the learning costs of the orphans. The person in charge of the activities is in the hands of the general section coordinator and the da'wah. Furthermore, the annual da'wah activities include da'wah activities during the month of Ramadan, the implementation of the reception and distribution of zakat fitrah, and the implementation of sacrifice. Da'wah activities during the month of Ramadan take place in various forms. Among them are tarawih prayer activities, open together, cult, Tadarus al-Quran, and recitation of the Quran nuzulul. For the planning of the above activities, conducted at a takmir meeting before the month of Ramadan, which includes planning of activities, planning of resource persons and cultural themes, financial planning, and planning of the person in charge of each activity. The next annual missionary activity is the reception and distribution of zakat fitrah. This activity is fully handled by the zakat fitrah committee and the company zakat mall. Target recipients of zakat fitrah. these are the needy and the dhu'afa who are in the company or the surrounding community in general. Then the preaching activities carried out after the Eid al-Adha prayer is the implementation of the sacrifice of the sacrifice. Sacrifice slaughtering activities, carried out as a manifestation of bilhal da'wah and as a form of caring and a form of affection of the mosque to the poor and the dhu'afa in the company. Furthermore, incidental preaching activities, including the organization of the PHBI (Commemoration of the Islamic Great Day). The implementation of PHBI in Al-Ikhlas mosque, is carried out at least 4 times a year, namely:

1. Recitation in order to commemorate Islamic New Year 1 Hijriyah;
2. Recitation in order to commemorate the Birthday of the Prophet Muhammad;
3. Recitation in order to commemorate the Isro 'Mi'roj of the Prophet Muhammad SAW, and
4. Recitation in order to commemorate Nuzulul Quran. The implementation of each study was handled by a SC and OC who had been appointed at a takmir meeting a year earlier and written in a matrix of preaching activities for a year

According to (Qorib, 2018) Da'wah is an activity undertaken to provide enlightenment to the community. Da'wah is designed in a variety of ways that are common so that people accept the teachings of Islam. Da'wah substantively invites and invites people to accept the truth. Da'wah is not an activity that contains coercion and violence. The reality of da'wah shows that da'wah is always in the middle of the cultural plurality of the community. In this context, da'wah sometimes tends to be forced without considering the background of the plurality. One of the factors causing tension in the community is because da'wah is not formulated wisely and often negates facts of plurality. Therefore, the true da'wah is formulated in a friendly manner, besides because it is in accordance with the recommendations of Islamic teachings, the process of transferring Islamic teachings will be very easy to do.

Plurality as sunnatullah is a legacy that must be appreciated and ammunition that can be used to strengthen the process of implementing da'wah. Much of the wisdom of da'wah can be explored in society from that plurality. Related to this, religious speakers who appear must be equipped with various approaches and propaganda materials based on plurality values. The speakers of religion must be responsive in giving responses and at the same time having intelligent thinking to manage plurality. The propaganda material delivered must be material that soothes and embraces all parties, not hard material and tends to make the community polarized and tense. Old propaganda paradigm oriented to increasing the number of followers must be changed by increasing the quality and standard of living of the community. Da'wah material must be more related to shared challenges than material that only teaches personal piety and ignorance with universal humanitarian problems (Qorib, 2018)

## **Conclusions And Suggestions**

### **A. Conclusion**

Based on the research and analysis results that the authors describe in the previous chapter, the writer will try to draw conclusions about the activities of preaching in the midst of the company is the preaching activities carried out by the company by conducting a weekly chase , as well as carrying out celebrations of religious holidays. The material delivered at the time of the recitation took place that is different every week. With the study of the company, it will increase the devotion of each employee, especially in the field of accountant.

### **B. Suggestions**

In an effort to succeed in the implementation of da'wah in the midst of the company the authors provide advice is:

1. In carrying out preaching activities every week preaching presenters to emphasize more in depth related to accountants
2. In order to carry out the activities properly so that the company plans more mature activities.

## **References**

- Chidir A. (2005). *Legal Entity*, Bandung: Alumni.
- Juliandi, A , Irfan,. & Manurung, S. (2015). *Business Research Methodology*. Umsupress.

- Kadir. M. A. (2001). *Legal Professional Ethics*, Jakarta: CV Citra Aditya Bakti.
- Qorib M. (2018). *Theology of Love: Implementation of Islamic Doctrine in Public Spaces*. Yogyakarta: Bildung.
- (2018) Da'wah in the Middle of Community Plurality. *Journal of Islamic Religion and Education*, ISSN 2598-0033, 315-333.
- Siddiq. S. (1993). *Da'wah and Technique of Preaching*, 4th Cet. Bandung: PT.ALMA'arif.
- Sugiyono (2018). *Quantitative Research Methods, Qualitative and R&D*. Bandung: Alfabeta.
- Sumarni. M. (1997). *Banking Marketing*, Yogyakarta: Liberty,