

"Issue" Management of Da'wah Strategy and Use of Information Technology

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Abstract

Islam is a religion full of mercy not only for its adherents but also for the entire universe (*Ar-Rahmatan Lil 'Alamien*). The digital era and globalization demand its followers to constantly adapt in order not to be left behind amidst the tremendous development of information and technology. Hence, there is a need for proper filtering and management in understanding the noble mission of da'wah. The aim of this research is to explore 1) management issues, 2) issues in management and their relationship with the reputation of da'is/organizations/companies, and 3) the steps for controlling and managing these issues. In this study, the research method employed is library research involving the utilization of library resources and literature to gather relevant data on the research topic. Researchers used library catalogs and online databases to search for and select high-quality sources. The findings of this research indicate that among the main management issues for implementing classical to modern da'wah strategies and the use of Information Technology include: issue management, steps for controlling and managing issues, the function of issue management (intelligent planning and operations, strong defense and smart attacks, exploring foundations). Additionally, the issue management process model by Chase & Jones comprises five models: issue identification, issue analysis, choice of change strategy for the issue, Action Programming against the Issue, and evaluation of outcomes.

Keywords: *Issue Management, Da'wah Strategies, Utilization of Information Technology*

Abstrack

Islam is a religion full of Mercy not only for its adherents but also for all of nature (*Ar-Rahmatan Lil 'Alamien*). The digital era and globalization require its adherents to always adapt so as not to be left behind by the tremendous development of information and technology. Therefore, proper and correct filters and management are needed in understanding this very noble mission of da'wah. The purpose of this research is to find out 1) management issues, 2) issue management and its relationship with the reputation of da'i / organization / company, and 3) steps to control and manage issues. In this study, the research method used was library research which involves the use of library resources and literature to collect data relevant to the research topic. The

researcher used library catalogs and online databases to search and select high-quality sources. The results of this study show that: Among the main issues of management for the implementation of da'wah strategies from classical to modern as well as the use of Information Technology include: issue management, issue control and management measures, issue management functions (intelligent planning and operation, strong defense and intelligent attack, exploring the ground). And the *issue* management process model from *chase & jones* which consists of five models, namely issue identification, *issue* analysis, choice of issue change strategies, programming actions on *issues* and evaluating results.

Keywords: *Issue Management, Da'wah Strategy, Use of Information Technology*

Introduction

"*al-Islaam Shaalihun likulli zamaan wa makaan*" (Islam can be reliably applied to all environments). The above assertion motivates Muslims to continue to strive and make every effort, by preparing all the true power, to interpret / move the teachings of Islam (al-Qur'an and al-Hadith) so that it can always be implemented. lifelong helper throughout life. In times of forgetfulness, the main enemy of the Prophet Muhammad PBUH. The upholder of the banner of Islam was the uninformed pagan community. They were called ignorant because at first they did not really understand the wisdom of tawhid (religion) and the teachings conveyed by the Prophet Muhammad SAW, they were idol admirers.

The problem is that today, 15 centuries after the revelation of Islam, the social circumstances of individuals are completely different from the social circumstances of individuals living today. For we live in a globalized era, where individuals can obtain data quickly from different regions of the world. Furthermore, this clearly affects the individual's outlook, so that the individual becomes more basic and particular. Therefore, in understanding this extremely honorable mission of da'wah, da'wah activists will face worldwide difficulties, because people today are very basic and particular, including being basic and specific in tolerating da'wah materials, they often question whether the da'wah material meets their needs or not.

Among the main management issues for the implementation of da'wah strategies ranging from classical, modern to the use of Information Technology include: issue management, steps to control and manage issues, issue management functions (smart planning and operations, strong defense and smart attack, exploring the foundation). And the *issue* management process model from *chase & jones* which consists of five models, namely issue identification, *issue* analysis, choice of issue change strategies, programming actions on *issues* and evaluating results.

The purpose of this research: 1) to know issue management, 2) to know issue

management and its relationship with the reputation of da'i / organization / company, and 3) steps to control and manage issues.

Research Methods

In this study, the research method used was library research which involves using library resources and literature to collect data relevant to the research topic. The researcher used library catalogs and online databases to locate and select high-quality sources. Furthermore, analyzing these sources and recording important findings. With this method the researcher was able to gain a comprehensive understanding of the research topic and utilize pre-existing knowledge.

Results and Discussion

Management Issues

- Definition of Issue Management

The phrase "*issues management*" was first spread by W. Howard Pursue on April 15, 1976 in his newsletter [W. Howard Pursue "Public Issues of the Company and its Administration" Volume 1 No. 1 "Issue Activity Distribution Inc., 1984]. Stating that the purpose of the publishing board is to present and approve entryways in corporate administration plans and practices with the aim of essentially overseeing corporate public issues and is also better than conventional functional administration that only considers benefits.

He also said that the matters in his pamphlet would lead readers to a fundamental correction of the costly and inappropriate actions of conventional administrative staff. He added that there is now only one government with one goal: resilience and a return to adequate funding to compensate for efficiency, whatever the ongoing monetary and political environment.

With his colleague, Barry Jones, Pursue characterizes "Issue The executives" as 'a toolkit that can be used by organizations to recognize, solve and deal with a wide range of emerging issues (in an egalitarian culture that faces constant change) and respond to these issues before they become known to the wider local area.

The problem of the executives is the administrative interaction whose purpose is to help keep the market, reduce stakes, open doors and handle the picture as a hierarchical resource to support both, the actual association and its fundamental partners, to be specific clients/buyers/Mad'u, representatives/field workers, communities and investors/media owners.

Experts characterize executive issues as "an administrative ability that assesses local perspectives, both inside and out, distinguishes matters or issues that need to be

emphasized and drives efforts toward progress." In addition, they also describe it as "a job that serves to influence and shape local policies/views/feelings and perspectives that affect the organization".

- Definition of *Issue*

We cannot understand the phrase "*issues management*" above without realizing what the issue actually implies (not the interpretation of tattle/gossip).

According to two US experts, Hainsworth and Meng, an *issue* arises as a result of actions taken, or proposed to be taken, by a meeting that may result in the exchange and alteration of confidential areas, common law or criminal disputes, or may turn into a question of public strategy through regulatory activity. Pursue and Jones describe a "problem" as a perplexing issue that prepares for a choice. Different experts state that in its essential structure, an "issue" can be characterized as a place of contention between an association and at least one of its publics [Regester, Michael and Judy Larkin, "Hazard Issues and Emergencies The board and Advertising", New Delhi: Peak Distributing House, 2003 p.42].

Broadly speaking, an emerging problem is a condition or event, inside or outside the association, which if not controlled will have a fundamental impact on the ability or implementation of the association or the objectives of the association in the future.

From the many definitions above, it appears that the meaning of "problem" refers to the existence of a problem in an association that needs to be addressed. The step-by-step instructions for addressing the problem eventually give birth to a hypothesis and a cycle of "getting the board out".

The models that cause the need to issue councils include teaching plans whether old-style, present-day or post-current/IT, assessments or assurances enforced by different media or channels, serious turn of events, distributed research, exhibition adjustments or association activities. themselves or the people or associations associated with the association.

- Strategic *Issue* Management and its Relationship to Da'wah

As technology advances, the vast mass media industry is becoming more and more differentiated and the competition between them is becoming wilder in producing shocking news. As is known, usually the news that becomes a hot issue is news that contains controversial issues or bad things that are happening to a character, association/organization, or even a country. Especially with the assumption that the issues that arise have a certain impact (usually a bad impact) on a wider local area. The

more the topic is scrutinized by the general public, the more effective the columnist will be in investigating the subject matter and finding sources.

Da'wah should be seen as a manifestation of belief (religious philosophy) embodied in the order of movement of mankind into the social sphere. Da'wah is accomplished consistently by using systems to influence the way individuals feel, think, act and act upon individual and societal realities to attempt the recognition of Islamic lessons in all aspects of life using specific techniques. By this definition, da'wah is a powerful blend of regulatory cycles and specialized processes. This blend brings a total perspective to da'wah. The standardization system indicates the existence of certain areas of significant value, which depend on specific cycles. This combination brings a total perspective to da'wah. The system of standardization suggests the existence of certain areas of significant value, within which special cycles occur while providing "immediate" boundaries (related to truth values that most people consider reasonable) to direct individuals who preach relentlessly. In the meantime, the special cycle suggests a change from one state of affairs to another, better state of affairs.

Suppose you are working as a proselytizing professional in an organization/association and come across media reports linking one of your organization's/association's products/works to the 'embarrassment/submission/deficiency of some of those products/works'. This kind of situation is a sign or side effect of an emergency. Moreover, if the da'wah experts are not quick to guess the news, then it is almost certain that the foundation/association/organization will actually be faced with an emergency that can devastate the foundation/association/organization. Controlling and supervising problems and emergencies is a unique area that evangelists must pay attention to on the grounds that at times like this the standing of the association/association/organization is questionable.

Issue management responses rely on two key standards: first, evidence of early distinction and second, a coordinated response to influence the public engagement process. What must be remembered is that monitoring an issue should not be viewed as a "precautionary" measure. The notion of issue management is proactive given the fact that issue management is a proactive, hopeful and planned process intended to influence the improvement of an issue before it progresses to a phase that requires emergency council.

- *Issue* Management and its Relationship with Da'i/Organization/Company Reputation

When education experts and association/institution/organization administrators allow issues raised by the media to develop, they are putting their organizations

in a dangerous situation.

Of course, the main purpose of everything that the officers of an association do is to establish the association's standing and maintain it in order to gain the understanding and support of the target community, as well as influence their viewpoints and behaviors towards the association. Furthermore, what must be remembered is that this position is very fragile and can be instantly lost due to words or actions that do not reflect compassion for the real world. The most obvious example is **Ustadz Alfian Tanjung**, a da'i who became a defendant and was convicted by the Surabaya District Court with a 2-year prison sentence. Because it was proven to spread hate speech when giving a lecture at the Mujahidin Mosque in Tanjung Perak Surabaya.

Another example concerning organizations is HTI (Hizbut Tahrir Indonesia) which became a banned organization in Indonesia because it is contrary to PBNU (Pancasila, Bhineka Tunggal Ika, NKRI, and the 1945 Constitution) which always voices "*khilafah*".

Scientific research and effective contextual research models show that the successful implementation of problem management strategies will increase the overall industry share, enhance the reputation of the organization/association, save money, and create significant connections. In addition, the inability of executives to perform their duties will lead the organization to disunity, affect its standing, suffer misfortune, put the organization/association in a negative light and reduce the freedom of the organization through extended guidelines.

Issue control and management measures

1. Functions required by *Issue Management*

That the skills expected of *issue management* are to recognize different issues and patterns, assess their impact and establish needs, decide on the situation of the organization, plan the activities and reactions of the organization to help it get to that position and implement the plan. These skills must be continuously present and combined and focused on the main task, specifically helping the association, through its administration. This is done by *organizing, checking, deciphering and communicating*.

Heath and Cousino distinguish four general needs that are useful for an organization to improve its condition and maintain a positive public strategy climate, with the main center considering the relationship with its partners:

a. Smart planning and operation

Assuming that executive specialists are gifted at catching significant changes

in the public strategy climate, then such data should be coordinated into important marketable strategies and corporate administration methodologies, in light of the fact that they can offer business opportunities, legitimize restrictions or changes to business exercises and guide norms for organizational tasks.

b. Strong defense and smart offense

Issue management offers institutions, tools and support to engage in assessing public strategy issues as soon as possible. If associations/organizations can get involved before the issue spreads, they can expand their chances of becoming winners in their exchange struggles.

c. *"Getting the house in order"*

This means examining the demand for appropriate responsibility on social liability issues from associations/institutions/organizations. Research in the US found that market influences do not determine the fate of associations/organizations, but changes in public strategy do. Advertising professionals should be sensitive to the power of public engagement and assist in regulating authorities/agencies/organizations as well as in regulating business morals. The essence of being a mindful association in this sophisticated world is to move from taking care of outside demand to how to meet that demand as best as possible within the specific and financial environment of the association/institution/organization.

d. Exploring the foundation

What an organization accepts as market ideas may have an impact on their important field-tested strategies. The same is true for organizations that use issue monitoring to control the climate of public engagement. Greater complexity has been used in the effort to deal with important data compiled by the board. Apart from direct assessments of public sentiment and reviews, experts use social logical strategies to provide knowledge on how issues can be distinguished, examined and dissected. The way to make this movement strong is to understand the organizational culture, authoritative and political design and personality of the reviewers of public approach issues. From then on, organizations will want to know what issues to observe and dissect as they process their public strategies and brilliant actions. These interactions require something other than the occasional overview of popular assessments.

2. *Chase & Jones' Issue Management Process Model*

There are 5 models of the issue management process, namely:

Issue Identification:

The main purpose of *issue* identification is to place an initial priority on the various *issues* that are beginning to emerge. These *issues* can be classified based on:

- Types: social, economic, political, technological
- Response Source: business system, industry, company, subsidiary, department
- Geography: international, national, regional, area, local
- Distance to control: uncontrolled, somewhat controlled, controlled
- Importance: immediate, important
- Factors such as the level of impact and the likelihood that the *issue* will develop over a predictable period of time should also be considered.

Issue Analysis:

- The second stage begins when new issues have been identified and prioritized. The aim is to find the source of the problem, which is often a challenge as problems can come from a variety of sources. Therefore, both qualitative and quantitative research must be conducted. This includes the organization's past and present experiences, both internal and external. The severity of the ongoing problem will be determined by analyzing the current state. The target audience for application research on how this issue affects the business should be opinion leaders and media decision-makers. Management will gain a comprehensive understanding of the origin and growth of the issue through this initial research and analysis stage, which will also help determine what key people and groups think about the issue.
- Examining the organization's current position and its strengths and limitations in positioning itself to play a role in issue development can help provide a clear focus at the action planning stage.

Issue Change Strategy Options

The phase in which fundamental choices regarding the organization's reaction are made. To handle this change, there are three approaches that can be taken:

Reactive Strategy: Refers to corporate resistance to change with a focus on maintaining previous behavior, such as trying to delay unavoidable public policy issues. It is rarely possible to compromise on legislative issues due to resistance to change.

Adaptive Strategy: Implies acceptance of change and an understanding that it is inevitable. This strategy centers on anticipating change through preparation and

encouraging discourse to reach compromise or accommodation.

Dynamic Response Strategy: Expect and seek to shape the direction of public strategy choices by deciding how the fight against the issue will be conducted. This approach makes the association a pioneer in supporting change.

Programming Action on Issue: Expect and seek to shape the direction of public strategy choices by deciding how the fight against the issue will be conducted. This approach makes the association a pioneer in supporting change.

Evaluation of Results: Ultimately, the research is expected to assess the obtained (real) program outcomes compared to the ideal program outcomes. Register and Larkin caution that the longer a problem lasts, the fewer options are accessible and the more costly it is accessible and the more costly it becomes.

Conclusion

Based on the discussion above, it can be concluded that in carrying out the management of da'i strategy issues / institutions / organizations / companies must have, namely: Publishing a board, as a tool that the association can utilize to look at, study and sift through the various issues that come to the surface (in a changing freedom-supporting culture) and address those issues BEFORE they become known in the wider environment; Controlling actions, particularly different issues and examples, evaluating their impact and determining requirements, determining the state of the hierarchy, organizing exercises and association responses to help achieve the position and carry out the arrangements. These capacities must exist consistently and be unified and focused on the main task, specifically helping relationships, through the organization. The way the task is done is by sorting, noticing, describing and conveying; Dispensing administration, dispensing board capabilities (well-thought-out preparations and activities, strong safeguards and prudent assaults, establishment investigations). Furthermore, Pursue and Jones' problem board interaction model consists of five models, specifically problem recognizable evidence, problem examination, problem change decision procedure, programming activity on the problem and outcome assessment.

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