

## POST-MODERNISM AND DAKWAH

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### Abstract

*Postmodernism had penetrated into the whole society including dakwah. Postmodernity refers to the emerging era, an era in which we live, an age where postmodernism influence our society, including Islamic society. The objective of this writing is to explore the signs of cultural expressions and dimensions of dakwah to future generations in the era of postmodernism and find out the evidence of the new paradigm of dakwah is being invaded people's lives today. The result of this writing showed that dakwah in post modernism has several purposes:(1)the conceptualization of the value of the teachings of Islam according logic all levels of the ummah and society as a reflection of the ideal goal of dakwah, (2) a proper understanding of the objective reality of the life of mankind and society at large, (3) make the objective interests of the ummah and society as a starting point formulation of objective purpose of dakwah. Meanwhile postmodernism includes more than just an intellectual atmosphere. Postmodernism's rejection of rationality embodied in many dimensions of the community now. Postmodernism has managed to unite two different worlds, namely professional and popular. These two words needed in doing dakwah to the post modern community.*

*Key word: dakwah, post modernism*

### Background

The thinking and culture of modernism were shattered. When modernism era is end around us, we are entering a new era - the postmodern. Postmodern phenomenon includes many dimensions of contemporary society. In essence, postmodernism is an intellectual atmosphere. Postmodernism refers to the intellectual atmosphere and cultural expressions that are dominating the community now. Suddenly we're moving to a new cultural era, postmodernism, but must itemize what's included in a postmodern phenomenon.

Experts are arguing to find aspects of what is included in postmodernism. But they had reached agreement on one point: this phenomenon marks the end of a universal perspective. Experts postmodern reject explanations are harmonized, universal, and consistent. They replaced this with a respect for differences and appreciation to the special (particular and local) and remove the universal. Postmodernism rejected the emphasis on scientific discovery through the scientific method, which is the intellectual foundation of modernism to create a better world. The word "postmodern" includes more than just an intellectual atmosphere.

Postmodernism's rejection of rationality embodied in many dimensions of the community now. In recent years, the postmodern mindset manifests itself in many aspects of culture, including architecture, art, and drama. Postmodernism had penetrated into the whole society. We can smell the shift from modern to postmodern pop culture, ranging from music videos to the Star Trek series. No exception, things like dakwah and way of dressing also affected. *Appignanesi, R., Garrat, C., Sardar, Z., & Curry, P. (1998).*

Postmodernism refers to the intellectual atmosphere and culture form a series of dubious ideas, principles and values embraced by modernism. Postmodernity refers to the emerging era, an era in which we live, an age where postmodernism influence our society. Postmodernity is the era in which the ideas, attitudes, and values of postmodern reigns - when postmodernism shaping culture. This is the era of postmodern society (Stanley J. Grenz , 2001). This writing is trying to explain a close look at dakwah and the phenomenon of postmodern and understand a little about the ethos of postmodernism. From the above description, questionable matters as follows: 1. What are the signs of cultural expressions and dimensions of

dakwah of future generations in the era of postmodernism? 2. What evidence is there that the new paradigm of dakwah and post-modernism is being invaded people's lives today?

#### Definition of Dakwah and Postmodernism

Dakwah define as all activities are conducted either to "others" or to "self" in the form of verbal and non-verbal. Therefore, the term "dakwah includes the notion of "tablig". While the word "tablig" relates only a part of dakwah" (Achmad, 1982 ). While postmodernism have suffered through a long incubation period. Although experts are arguing about who was first to use the term, there is agreement that the term appears at a time in the 1930s. Islamic organizations, Islamic institutions, all *da'i* and *muballigh* have active role in strengthening the brotherhood of Islam, and avoiding dakwah which lacks ukhuwah Islamiyah (Arfah Shiddiq and M.Ishaq, 2013).

Postmodernism literally means 'after the modernist movement'. While "modern" itself refers to something "related to the present", the movement of modernism and the following reaction of postmodernism are defined by a set of perspectives. It is used in critical theory to refer to a point of departure for works of literature, drama, architecture, cinema and design, as well as in marketing and business and the interpretation of history, law and culture in the late 20th century (www.wikipedia.com).

Dakwah in post modernism has several purposes: (1) the conceptualization of the value of the teachings of Islam according to all levels of the *ummah* and society as a reflection of the ideal goal of dakwah, (2) a proper understanding of the objective reality of the life of mankind and society at large, (3) make the objective interests of the *ummah* and society as a starting point formulation of objective purpose of dakwah. Meanwhile conceptualization democratization of dakwah aimed at placing the *ummah* and society as an active actor of dakwah through the division of labor according to the potential and capabilities of each. Articulate every process and phasing dakwah with all levels of community and society at large where proselytizing activities will be developed. Postmodernism is an aesthetic, literary, political or social philosophy, which was the basis of the attempt to describe a condition, or a state of being, or something concerned with changes to institutions and conditions (as in Giddens, 1990) as postmodernity.

In other words, postmodernism is the "cultural and intellectual phenomenon", especially since the 1920s' new movements in the arts, while postmodernity focuses on social and political workings and innovations globally, especially since the 1960s in the West. The Compact Oxford English Dictionary refers to postmodernism as "a style and concept in the arts characterized by distrust of theories and ideologies and by the drawing of attention to conventions." (www.wikipedia.com). Postmodernism is incredulity towards meta narratives."

Jean-Francois Lyotard. According to Tony Cliff modernism is "The theory of rejecting theories." Chuck Colson mention postmodernism means "A generation raised on channel-surfing has lost the capacity for linear thinking and analytical reasoning." Barry Lewis, Kazuo Ishiguro define postmodernist fiction is defined by its temporal disorder, its disregard of linear narrative, its mingling of fictional forms and its experiments with language." Meanwhile Moe Szyslak, of The Simpsons said "Weird for the sake of weird." Al Gore thought "It's the combination of narcissism and nihilism that really defines postmodernism. However, Harvey define post-modernism even in the fragmentary and the chaotic currents of change as if that is all there is (David Harvey, 1989).

Regarding the diversity of definitions of postmodernism, Kvale argue that the term postmodernism, which is derived from the term postmodern, can be very extensive, controversial and ambiguous. This is evident from the division sense Kvale do to distinguish the term postmodern, namely: a. Postmodernity associated with postmodern era; b. Postmodernism relating to cultural expression of the postmodern era, c. Postmodern thought, or discourse, relating to the philosophical reflections of the postmodern era and culture. (Kvale, Steinar, 2006). Toynbee convinced that a new historical era has begun, even though he himself changed his mind about the early emergence, either at the time of World War I took place or since the 1870s. According to the analysis Toynbee, postmodern era marked by the end of Western domination and the growing decline of individualism, capitalism and Christianity. He said that this transition occurs when the Western civilization shifted toward irrationality and relativism. When this happens, power moved from Western culture to non-Western culture and world culture emerged a new pluralist. (Kvale, Steinar, 2006). Although this term emerged in the 1930s, postmodernism as a

cultural phenomenon has not become a momentum until 40 years later. He first appeared in a small sphere of society. During the 1960s, postmodernism marks the atmosphere is very attractive to artists, architects, and thinkers who are looking for an alternative to counter the dominance of modern culture. Even some theologians, became interested in the trend, among others, William Hamilton and Thomas J.J. Altizer is "inviting the spirits" Nietzsche to proclaim the death of God. The development of the diverse make "cultural observers" Leslie Fiedler in 1965 to add the term "post" to the modern word that became postmodernism become counter-cultural symbol of that era.(<http://aryaverdiramadhani.blogspot.com>).

During the 1970s postmodern challenge to penetrate the main cultural currents. In the middle of the year, there was a consistent defender of the most postmodern postmodern ideas propagate, namely: Ihab Hassan. He connects with a postmodern experimentalism in art and ultra technology in the field of architecture. Finally acceptance of new ethos that continues to spread everywhere that the term "postmodern" into a label that is used for a variety of social and cultural phenomenon. Postmodern wave dragged the various aspects of culture and some disciplines, especially literature, architec, movies, and philosophy. In the 1980s, a shift from a small scope to the large scope of the case. Gradually, the atmosphere of postmodern pop culture and even attacking people's daily life. Postmodern concepts not only acceptable but even popular: so much fun to be a postmodern. As a result, the culture critic can talk about "the joy of being a postmodern." When postmodernism is accepted as a part of culture, born of postmodernity.

### Post Modernism As Cultural Phenomenon

"The disappearance of the center point" popularized by postmodern ethos is the main characteristic of the present situation. This is evident in the life of the culture of our society. Art has undergone changes coincide with changes in modern into the postmodern. The main characteristic of postmodern culture is pluralism. To celebrate this pluralistic, postmodern artists mixing the various components of conflicting become a work of art. Art techniques are thus not only supporting pluralism, but a rejection reaction against the dominance ratio through an ironic way. Fruit of postmodernism are always ambiguous

(contains two meanings). Even if these artists use a bit of modern style, the aim is to deny or deride certain aspects of modernism. (Kvale, Steinar ,2006). Post-modernism is a mix between a variety of traditions and past. Post-modernism is a continuation of modernism, exceeds modernism. Characteristic of his work is a double meaning, irony, many options, conflict, and fragmentation of various traditions, because of the heterogeneity is very adequate for pluralism. (Charles Jencks, 1989). One technique that is often used is a mixture of "collage". "Collage" offers a natural way to mix the ingredients conflicting. "Collage" becomes a vehicle postmodern critique of the myth of the author / artist single. Another technique is "bricolage", namely: realignment various objects to convey the ironic message for the present situation.

Postmodern artists using a variety of styles that reflect an eclecticism taken from various eras in history. Artists generally consider this way must be rejected because it destroys the integrity of historical styles. These critics blame postmodern style because there are no depths or breadth, encroaching on history just in order to give the impression to the present. Style and historically created overlap. They get postmodernism is so lacking in originality and no style at all. However there is a deeper principle shown through cultural expression of postmodernism. The intent and purpose of the works of postmodernism is not perfunctory. Instead postmodern trying to get rid of the concept of "an author / painter native who is the originator of a work of art". They are trying to destroy the ideology of "single force" of modernism and replace it with a culture of "a lot of style". To this end, these artists confront the devotees with the diverse styles of conflicting and not harmonious. This technique - which revokes the style of its historical roots - is regarded as something strange and tried to tear down history. Postmodern artists are very influential to contemporary Western culture. Mixing styles, with emphasis on diversity, and the rejection of rationality is characteristic of our society. It is increasingly evident in many other cultural expressions.

### Postmodernism a phenomenon in POP Culture

Most of us deal directly postmodernism through science fiction novels and spy novels. Both were very influential in our popular culture now . But unconsciously, we have been open to the

postmodern ethos. Openness to the postmodern ethos through pop culture is the hall mark of postmodern . Another distinctive feature is not willing to put " high classical art " above culture "pop . " Postmodern unique because it reaches the elite class but the class is not ordinary people, people who are familiar with pop culture and mass media (Kvale, Steinar, 2006). The work of postmodern also ambiguous. They speak with a language and using elements that can be accepted by ordinary people or artists and architects reliable. In this way, postmodernism has managed to unite two different worlds, namely professional and popular.

#### **Dakwah in Television and Postmodern Culture Spreading**

Film making technology provides the foundation for a postmodern pop culture. But dakwah television is a more efficient means to spread the postmodern ethos throughout the population. Viewed from one side, dakwah television is only effective proposition to await the fall of films from cinema to television. Many television programs which only films, ranging from the short to the miniseries. Television is a means by which films to invade the daily life of millions of people. So far, the only television is the hands of the film industry. But apart from a relationship with film, television showed his trademark itself. In many ways, television is much more flexible than the movie. Television goes beyond the film to present the live broadcast. Television cameras can deliver images live events to viewers around the world.

The ability to broadcast live to make people believe that dakwah in television presents the actual events that actually happened, without interpretation, edit, or comment. Because of this television has become a criterion to distinguish between real and not. Many viewers do not consider many important things. But if CNN, Al-Jazira show them, they will soon find it important. Everything is not important if it was not televised. Television capable of displaying facts directly and can name movie productions. Multiple abilities thus making television has unique strengths. He was able to mix the "truth" (what many people think of as the real events) with a "fiction" (what many people consider to be a fantasy that never happened in reality). Movies can not do this. Television today doing that constantly. When there is a live broadcast, in the middle of the broadcast

was always decided by a "message from the sponsor."

Television goes beyond the film to embody postmodern ethos. Commercial television presents a variety of images to viewers. The evening news will hit the audience with images that are not interconnected: the war in a remote area, the killings near the house, speech of a politician, the latest sex scandal, new scientific discoveries, sports news. Mixtures of these ads pasted with long battery life, soap cleaner, more healthy breakfast, and a more enjoyable holiday. By displaying various images of the (news and advertising), creating the impression that the television news and advertising is just as important ([www.wikipwdia.org](http://www.wikipwdia.org)).

The news was followed by the main programs is too much to pull and get viewers to stick. Then the content of these programs is an action movie, scandal, violence, and sex. Dramas night have equal weight with the news before. In this way, the television obliterate the difference between truth and fiction, between events absolutely heartbreaking and trivial events. This happens not only on a dakwah television channel, but dozens and even hundreds of different channels. Only with a remote control in hand, one can choose whatever he likes, ranging from the latest news, boxing matches, economic reports, old films, weather reports, dakwah, comedy, documentary, and so forth. By offering so many mixed picture, inadvertently television align things that do not match. Television requires clarity of time and place. Television confuse the past and the present, far and near, everything was brought into the here and now, in front of the television audience. In this way, the television showed the two characteristic of postmodern: erase the boundary between the past and the present; and put the audience in constant tension. Many social observers consider TV as a mirror of psychological condition and postmodern culture. Television presents so many images that are not in touch with reality, images that interact continuously without stopping. Film and television has been united by a newer tool - personal computers. The disappearance of the ego is the sign of postmodernism victory .... The self is transformed into an empty display containing saturated culture, but hiperteknis. ([www.wikipedia.org](http://www.wikipedia.org))

The emergence of "monitor" - the cinema screen, television screen or computer monitor, eliminating the difference between the self as subject and the world as objects. "Monitor" is not

just an object outside of ourselves that we're seeing. That happened in the monitor is not something occurrence out there and us here. "Monitor" takes us to the outside world as the outside world enter into us. That happened in television is a manifestation of our self, which occurs within us is the incarnation of the television. Television has become a concrete manifestation of our soul. (Arthur Kroker, 1989).

Living in the postmodern era means living in a world that is filled with a variety of mixed-stirring picture. The world of television solve the pictures into pieces and postmodernists remain convinced that it is simply a mixture of images and dakwah can be spread using television.

### Conclusion

Postmodernism refers to the intellectual atmosphere and culture form a series of dubious ideas, principles and values embraced by modernism. Postmodernity refers to the emerging era, an era in which we live, an age where postmodernism print our society. Postmodernity is the era in which the ideas, attitudes, and values of postmodern reigns - when postmodernism shaping culture.

Post modernity associated with postmodern era, the era of postmodern cultural expression or discourse, relating to the philosophical reflections of the postmodern era and culture. The work of postmodern ambiguity. They speak with a language and using elements that can be accepted by ordinary people or artists and architects reliable. In this way, postmodernism has managed to unite two different worlds, namely professional and popular. These two words needed in doing dakwah to the post modern community.

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