



Content Analysis of Religious Articles in the Opinion Column in the Palopo Pos Daily Newspaper

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Abstract

The purpose of this article is to describe the standard content of religious articles required by the daily newspaper Palopo Pos, and the contents of religious articles submitted by the author of the article in the opinion column in the daily newspaper Palopo Pos. The type of research is classified as qualitative with the research approach used are: linguistic approach, journalistic approach and da'wah approach. The data source for this research is the daily newspaper Palopo Pos and other sources in the form of literature, both related to journalism and linguistics. Furthermore, the data collection method used is documentation and reference tracing. Then processing techniques and data analysis were carried out using content analysis theory by Ole. R. Holsti. According to him, content analysis is used to answer the questions "what, to whom, and how" of a communication process. The results of this study answered questions about the standard content of religious articles required by the daily newspaper Palopo Pos that Palopo Pos did not set certain standards in accepting religious articles. As long as the contents of the written article are to call for goodness and increase faith in Allah SWT, educate readers according to religion and without creating fights against other religions, then anyone's article about religion can be published. Furthermore, from the analysis of the several articles studied, all of the articles all lead to religious issues and social issues that are currently being discussed in society. These themes try to find common ground so that a merciful Islam can be carried out in a calm, peaceful and peaceful manner by all Muslims in Indonesia as well as non-Muslims, so that peace can be created between religious communities and a nation that upholds the value of diversity in frame of Pancasila values.

Keywords: Content Analysis; Religious Articles; Opinion Coloumn

Introduction

One of the written information delivery media that is known to the public is newspapers or daily newspapers. Newspaper comes from the French, namely *courant* which means 'to walk'. Newspapers or (daily) newspapers are means of mass communication that function as disseminators of all news. In newspapers or newspapers, the information provided can be in the form of news and opinions. Besides that, there are also caricatures, literary writings, photographs, and so on which contain information.

Newspaper is one of the print media that has been active in Indonesia for a long time, and is in great demand by most people. Almost every provincial capital, including the province of South Sulawesi, has published newspapers with various names and interests. Almuham Munzir in Hamdar Arraiyah and Rosehan Anwar said that: "The rapid growth of mass media in Indonesia, especially newspapers, is an encouraging phenomenon in the reform era. The number of issuances held by SIUPP (Business License for Publishing Company) holders in Indonesia was recorded at 578, while non-press publishers held 1821 STT (Letter of Publication Certificates). The daily circulation averaged 13 million copies. This number tends to continue to increase in line with the development of democracy, progress in education and various facilities provided by the government."

The Indonesian population aged 10 years and over according to BPS data for 1978 read newspapers \pm 17%, in 1984 it became 18% and in 1994 it became 29.05%. And the latest data for 2012 decreased to 22.68%. In the era of the 2000s, the number of mass media in the form of newspapers in particular has increased, with the consequence that their readers have increased. Nielsen data shows that consumption of newspapers is changing

In the era of the 2000s, the number of mass media in the form of newspapers in particular has increased, with the consequence that their readers have increased. Nielsen data shows that consumers outside Java (26%) consume more newspapers than those in Java (11%).

Currently, in Palopo, South Sulawesi, there are three daily newspapers, namely Palopo Pos, Seputar Luwu Raya (SeruYA), and Radar Luwu Raya. The Palopo Pos daily newspaper was chosen as the object of research because the Palopo Pos newspaper is the oldest newspaper in Palopo City.

The daily newspaper Palopo Pos has a "Public Space & Opinion" page. This page contains opinions from a general public. On that page, there are usually opinions that discuss religion. Opinions are usually in the form of religious studies

Religious articles published in newspapers are assumed to have contributed to efforts to shape the religious attitudes of the reading community and the development of the religious field which can improve the quality of religious people so that Faith and Taqwa (IMTAQ) and harmony of life are dynamic and play a more active role.

Reading material in a religious (Islamic) perspective has an important position, because it is part of reading activity. This activity is seen as a fundamental milestone in human development efforts in various fields of life. The main goal expected is the growth of human awareness of the existence of the Almighty Substance as the highest source of value and at the same time the goal of human life's journey. This is clearly read in the verses of the Koran which were first revealed. Namely: "Read in the name of your Lord". That is, humans are led to carry out reading activities, which can lead them to arrive at their goals essential life, lead a prosperous life physically and spiritually. He will one day be brought back to his Creator in a state of pleasure and approval or radiyatan mardhiyyatan.

It seems that this transcendental message has been paid close attention to by a number of national press figures and the government, who from the start have directed that the Indonesian press be developed in accordance with the values of Pancasila, whose first precept is Belief in One Almighty God. The press which refers to the nation's philosophy is often described as a free and responsible press. The responsibility in question certainly has a broad meaning and provides opportunities for various meanings. Among other things, the press in this country in carrying out its functions is expected not only to be based on the truth and objectivity of the contents of the messages it conveys. The press is expected to contribute to the benefit of society in general. Appreciation of divine and human values presumably requires the press to have a positive impact on society.

The ideal and normative directives gave rise to various interpretations and implementations. Everything that is published in the newspaper is a system. The publication of religious articles is a public education subsystem of the press system in general. The press system itself stands on the basis of legislation, a code of ethics and propriety that lives in the midst of society. This means that part of the management of newspapers has a commitment to take part in nation building, including in the religious field. Another expression used for this is to develop and deepen the meaning of transcendental humanism. So, print media is a strategic tool for da'wah activities.

From the description above, the main problem (research question) in this study is how the content of religious articles is in the opinion column of the Palopo Pos newspaper. From these problems, then broken down into sub-sub-problems as follows: 1. What is the standard for the content of religious articles required by the daily newspaper Palopo Pos? 2. What is the content of the religious article conveyed by the author of the article in the opinion column in the Palopo Pos daily newspaper?

Method

This research uses qualitative research with the research method is library research. All data sources are printed library materials, namely the daily newspaper Palopo Pos.

To limit the breadth of the research object, the research is limited to the Palopo Pos Newspaper editions or issues from December 2016 to February 2017.

This research uses several approaches, namely:

1. Linguistic approach

The linguistic approach is a linguistic approach. This approach is used to understand the aspects studied by looking at them from the perspective of linguistics with its various aspects.

This approach is used to look at the style of language of a religious article and the form of language used. The style of language used is clear and concrete, clear directions, good analysis, and well structured.

In addition, several religious articles were also analyzed based on the writing format as follows:

a) descriptive

Descriptive article (to describe = describe) is writing to answer the question "what". The contents describe in detail or an outline of a problem, so that the reader fully understands the problem raised.

b) explanative

An explanatory article (to explain = explain, explain) is writing that answers the question "why". The contents explain as clearly as possible about a problem, so that the reader fully understands the problem raised.

c) predictive

Predictive articles (to predict = predict) answer the question "what will happen next". The contents are in the form of estimates of what is likely to happen in the future, related to the problems raised.

d) prescriptive

Prescriptive articles (to prescribe = determine, guide) answer the question "what to do". The contents contain invitations, appeals or orders for readers to do something. The words "must", "should", "should", "should", and the like dominate this writing.

2. Journalistic approach

This approach is used to understand and explain the reality under study from the

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perspective of journalism. From this approach, it can be seen that there are various styles of conveying opinions and others related to journalism.

The journalistic approach is used by determining the value or content contained in religious articles. In reality, what is important and interesting to audiences always changes from time to time and differs from one social sphere to another. For example, when we use the approximation

journalism to assess whether the religious article discusses important issues that are currently popular among the public, and so on.

In addition, this journalistic approach also analyzes articles from a journalistic point of view. Like writing in the news, religious articles should also consist of three parts, namely: head or title, lead or writing core, and closing or cover.

3. Da'wah approach

The da'wah approach is an approach that uses religious elements in understanding and explaining the aspects studied.

This approach is used to view and classify Islamic religious aspects contained in the articles studied. From this classification, it will reveal the tendency of the article writers to convey their religious messages.

B. Data and Data Sources

1. Primary data

Primary data in this study is the daily newspaper Palopo Pos. This newspaper is the main data in conducting research related to religious articles which are the object of research.

2. Secondary data

Secondary data is additional data or supporting data obtained from other sources in the form of literature, both related to journalism and linguistics. The literature as secondary data is used to understand the problem to be studied.

C. Data Collection Techniques

Primary data was collected using documentation techniques. The documentation technique was carried out by collecting all the daily newspapers of the Palopo Pos which were published between December 2016 to February 2017, sorting out sections of religious discourse or articles, then analyzing them using the research methods described previously.

As for the secondary data, apart from those coming from library sources, the researchers also conducted interviews with the managers of the Palopo Pos newspaper, namely the editors or the editorial section of the media.

From these interviews it is hoped that information will be obtained about the history of the birth and development of the Palopo Pos newspaper, editorial management, the system for managing religious discourse and articles, and other aspects related to this research.

D. Data Processing and Analysis Techniques

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, 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.

Objective means according to rules or procedures which when carried out by other people (researchers) can produce similar conclusions. Systematic means that the determination of content or categories is carried out according to rules that are applied consistently, including guaranteeing the selection and coding of data so that it is not biased. Generalist means that the invention must have a theoretical reference. Information obtained from content analysis can be related to other attributes of the document and has high theoretical relevance.

An important first step in content analysis is determining the unit of analysis. Krippendorff defines the unit of analysis as what is observed, recorded and considered as data, separating according to its boundaries and identifying for subsequent analysis. The unit of analysis can simply be described as what part of the content we examine and use to conclude the content of a text. Part of this content can be in the form of words, sentences, photos, scenes, paragraphs. These sections must be separate and distinguishable from other units, and form the basis for us as researchers to keep records. Whereas in this case the researcher will identify or examine parts of a newspaper, namely the Palopo Pos Daily Newspaper, that section is a religious article in the "opinion column" which is published every week.

Determining the unit of analysis is very important, because the unit of analysis will later determine what aspects of the text are viewed and ultimately the results or findings obtained. Determining the right unit of analysis can produce valid data and answer research.

E. Data Collection Techniques

In this study, the unit of data analysis in this study was religious articles in the opinion column of the Palopo Pos Daily Newspaper. The data analysis technique can be done by starting from the data obtained first, sorted and categorized according to existing themes. In the following way:

1. Collect the Palopo Pos newspapers from December 2016 to February 2017.
2. Sort out opinions containing religious values or religious articles.
3. Cut out articles that are religious discourse in the newspaper.
4. Clippings containing pieces of religious articles are then classified according to their theme and content.
5. Clippings that have been classified are then analyzed one by one, explaining the

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linguistic aspects, journalistic aspects, and religious aspects.

6. After conducting the analysis, then draw conclusions to answer the research questions as previously stated.

F. Research Instruments

The main instrument in this research is the researcher himself or with the help of others which is the main data collection tool. The position of the researcher in this study is as a planner, executor, data collector, analyzer, interpreting data, and reporting research results. Other instruments are the daily Palopo Pos newspaper and a notebook.

Results

Standard content of "Opinion Column" Required by the Palopo Pos Daily Newspaper

Now (2016), Palopo Pos publishes 20 pages, consisting of 6 color pages, aka Full Color (FC). It is no longer printed in Makassar but in Palopo City after having had its own printing machine since 2008. This brings closer and speeds up services to readers.

The fourth page of the Palopo Pos daily newspaper contains various opinions. The page is the "Public Space and Opinion" page. Anyone can include their articles with various interesting themes that are important to be known by the public.

Articles published can be with general themes, as well as articles about religion (religious articles). General articles will be published every day.

The daily newspaper Palopo Pos began to publish public opinions since the publication of the newspaper Palopo Pos. Anyone can contribute their writing with various separate provisions from the Palopo Pos. These provisions are writing that educates, informs, or reminds that are factual and actual. In addition, the article also does not contain elements of SARA and directly offends certain parties.

The Palopo Pos editor receives opinions or articles that are published every day. Writing can be sent via email to Palopo Pos (raufpalopopos@@gmail.com or palopopo@s@yahoo.co.id) or delivered directly to the Palopo Pos address, Jl. Andi Djemma No. 94 Palopo.

Palopo Pos does not set certain standards for accepting religious articles. As long as the contents of the written article are to call for goodness and increase faith in Allah SWT, educate readers according to religion and without creating fights against other religions, then anyone's article about religion can be published.

. The article entitled "Three Heartwarming Sacrifices of the Prophet Muhammad" written by Nawawi.

Nawawi explained about the momentum of the Prophet Muhammad's birthday. This article talks about the Birthday of the Prophet Muhammad SAW. The contents of the

article explain that the momentum of the Prophet's Birthday should make us love him more as the messenger of the message for Muslims. The article is accompanied by various arguments from the verses of the Koran and hadith about the Prophet Muhammad. Apart from that, the article also describes some of the touching sacrifices of the Prophet Muhammad. Among them is that he always wants safety and goodness for his people and he always intercedes for his people.

The author sees this article as having a spiritual side. This article was published in actuality because it coincided with the momentum of the Prophet Muhammad's birthday, which falls on 12 Rabi'ul Awal or 12 December 2016. The article was published in actuality according to what was being celebrated by Muslims at that time.

With the title "Three Heartwarming Sacrifices of the Prophet", this article was written with the aim that the public or readers can recall the sacrifices of the Prophet in his time in fighting for and interceding for Muslims. This article is considered important to be present in the community as a lesson because out there there are still those who don't really understand the momentum behind the birthday of the Prophet Muhammad, which is annually celebrated as the Birthday of the Prophet. Like the purpose of the birthday so that Muslims are reminded again of how the Prophet Muhammad struggled, so this article reminds those who have forgotten and tells those who don't know about the sacrifice of the Prophet Muhammad, long ago that was touching according to the title of the article.

This article is presented in a language that is clear and easily understood by the audience. This article mentions some of the behavior and actions of the Prophet

in terms of worship to be followed by the Muslim community as a practice in everyday life.

In the article the words that appear most often are the words "Prophet" and "Rasulullah". The word "Prophet" appears nine times and the word "Rasulullah" appears 17 times. These words indicate that this article emphasizes the prophetic sacrifice of the Prophet Muhammad in spreading Islamic da'wah at his time. Besides that, the word is also always raised by the author because the Prophet is here as the main subject in the writing.

Whenever discussing the Prophet's birthday, it cannot be denied that the main subject is the Prophet Muhammad, because the Prophet's teaching can be taken as a lesson at this time and also at the same time practice all commands spoken orally and applied through actions or also known as hadith. Because hadith is the main

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source of Muslims after the Koran. Therefore, as Muslims, they are required to have faith and believe in the existence of the Prophet as the bearer of the message.

There are several approaches used in this study, namely:

a) linguistic approach

Descriptively, in the article entitled "Three Heartwarming Sacrifices of the Prophet Muhammad" the author describes what the month of Rabi'ul Awal is and the forms of sacrifice of the Prophet Muhammad. It has described in detail or an outline of the material discussed.

Explanatively, this article includes the contents of the article along with the naqli arguments that support it. The argument is QS al-Taubah / 9: 128, in the Tafsir of the Qur'an al-Azim, and the hadiths narrated by Muslims. This has explained as clearly as possible about the "Three Sacrifices of the Prophet", so that the reader will fully understand the material presented in the article.

b) journalistic approach

1) from the writing side

From this it has met the standards of writing in a print media. The Islamic article consists of three parts: head or title, lead or writing core, and closing or cover.

(a) title writing

Article title: Three Heartwarming Sacrifices of the Prophet

(b) lead writing (core writing)

The lead in this paper is "The month of Rabi'ul Awal is a very historical month in world civilization, because in this month a human being was born on the face of the earth who would later change the civilization of the Arab Jahiliyah community in particular and the world in general".

(c) writing the contents (body)

The contents of the article "Three Heartwarming Sacrifices of the Prophet Muhammad" describe the main points in the title, namely about the three sacrifices of the Prophet Muhammad. accompanied by naqli arguments that support it.

(d) closing

Closing the article is filled with a sentence that "The question is, are we then called to love the Prophet more, to follow and emulate him? Hopefully the momentum of the Prophet's birthday makes us aware of the love and sacrifice of the Prophet, then we also love the Prophet, follow and emulate him. Wallaahu a'lam bish shawab".

2) in terms of journalistic values

(a) actual theme

The article on the three apostles' sacrifices was an actual theme in the month this opinion was published. This was because at that time it was still in the atmosphere of the Birthday of the Prophet Muhammad. which falls on 12 Rabi'ul Awal or 12 December 2016.

(b) important

This article about the three sacrifices of the apostle contains an important element because of the struggle of the Prophet Muhammad. It is important for Muslims to know.

c) da'wah approach

From the da'wah side, the article contains Tabsyir sentences or good news in the form of Allah's promise. The Tabsyir sentence is as follows:

1) "Indeed there has come to you an apostle from your own people, the weight of your suffering, very eager (faith and safety) for you, very compassionate and merciful to the believers". QS. At-Tauba: 128

2) Whereas Ibn Katsir in Tafsir Qur'an al-'Azim said "Allah swt. mentioning the abundance of favors that He has bestowed on them from among themselves, namely from their nation and language with them.

2. The article entitled "Tawhid and Eschatological Consequences" written by Talmiadi Ahmad

Talmiadi Ahmad contains the meaning of monotheism itself and the eschatological consequences (hereafter) of the values of monotheism (faith) in everyday life. This article explains to the public that only with religion can the confusion of the mind be resolved. If we have entered into a religious environment, we must meet with belief in the afterlife. Therefore, the belief in the afterlife is a religion.

This article is equipped with an explanation of monotheism and eschatological issues by also indicating many verses as a source of reference. These verses also reinforce the content of the material presented in the article.

Conclusion

From the results of research on the content analysis of religious articles in the opinion column in the Palopo Pos Daily Newspaper published between December 2016 to February 2017, it can be concluded that:

1. Palopo Pos does not set certain standards in accepting religious articles. As long as the contents of the written article are to call for goodness and increase faith in Allah SWT, educate readers according to religion and without creating fights against other religions, then anyone's article about religion can be published.
2. In the period from December 2016 to February 2017, eight religious articles were found and then examined. The eight articles were written by four authors, including:
 - a) Nawawi, S.Pd.I wrote about "Three Heartwarming Sacrifices of the Prophet".
 - b) Talmiadi Ahmad, S.Pd.I, M.Pd.I with three of his writings namely "Tawhid and Eschatological Consequences", "Restraining Passion and Winning Conscience" and "Tolerance in an Islamic perspective."
 - c) Dr. Abbas Langaji, M.Ag with three of his writings namely: "Hoax Vs False Hadith", "Fragmentation of Religious Authority (1)" and "Fragmentation of Religious Authority (2)."
 - d) Hadi Pajarianto with his writing entitled "One Veranda of Different Religions (Phenomenological Facts of Religious Adherents in Plural Families)."

From the analysis of the several articles above, all of the articles all point to religious issues and social issues that are currently being discussed in society. These themes try to find common ground so that a merciful Islam can be carried out in a calm, peaceful and peaceful manner by all Muslims in Indonesia as well as non-Muslims, so that peace can be created between religious communities and a nation that upholds the value of diversity in frame of Pancasila values.

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