

# The Role of The Da'i in Environment and Household Waste Management Campaign in Makassar, South Sulawesi

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## Abstract

This study researches the concept and role of Da'i in campaigning for domestic waste management in Makassar City. In this study, Da'i or religious leader has the potential to invite the community to take appropriate actions in waste management. Da'i is considered capable of campaigning for waste management for the community. This conceptual framework shows that the achievement of the strategy for developing the role of Da'i in campaigning for domestic waste management goes through two processes. The first is a quantitative analysis to find public knowledge and awareness of waste management. In addition, researchers also examine the knowledge and behavior of Da'i in campaigning for waste management. This research is conducted by distributing questionnaires to the respondents. Second, qualitative analysis to find the role of Da'i in campaigning for domestic waste management through interviews conducted directly with religious leaders and Da'wah Institutions. Da'i can have a role in developing public knowledge about waste management and can practically produce good attitudes and behavior towards waste management.

Keywords: Da'i, knowledge, behaviour, religious leaders, Da'wah Institutions.

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## Introduction

Data on cases of natural disasters and environmental degradation due to waste in Indonesia show a miserable picture. In fact, this situation is often found in various big cities in Indonesia. The World Bank explains that there are 2.01 billion tons of solid waste that are disposed of every year. Even 33% of the amount of waste disposed of is not managed properly so that it pollutes the environment. Makassar City as one of the big cities in Indonesia also experiences waste problems which have an impact on flood disasters several times every year.

Various descriptions of environmental damage due to mismanagement of household waste are the reasons for the importance of campaigning for household waste management in Makassar City. Waste management in the household has not become a concern for the community. This is evidenced by the data that the number of households in big cities that have conducted waste sorting as a form of proper management has only reached 49.2%. (Media Indonesia, 11/27/2019).

The domestic waste management campaign is an effort to increase the knowledge, awareness and skills of the community in waste management. A campaign is an effort to promote or invite people to take action. The campaign is carried out collectively by one party toward the community. In this study, Da'i or religious leader has the potential to invite the community to take appropriate actions in waste management. Da'i is considered capable of campaigning for waste management for the community.

Saleh (2016: 42) explained that society perceives the role of a Da'i as a da'wah actor who only lectures. Da'i does not only convey moral messages, but messages about protecting the environment have not become an important concern in da'wah activities. In addition, there is the concept of green da'wah as a term used to refer to a da'wah movement based on environmental care.

## Literature Review

Many environmental campaigns have been carried out by various groups to increase public awareness. The environmental campaign strategy is the first step and becomes a determinant in communicating ideas or innovations related to environmental issues that will be carried out (Wahyudin, 2017). The environmental campaign steps begin with a situation analysis that examines the problems in the campaign targets associated with the ideas that will be disseminated. The next stage is the development of a campaign strategy based on the characteristics of the target. At this stage, several elements of the campaign are carefully designed. The third stage is the dissemination of information involving many people at a certain place and time (Kusmana, 2021).

Da'i is a Muslim who takes special expertise in the field of Islam (Ilaihi, 201). Da'i usually receives titles or honorary titles from the community such as Kyai, Ajengan, Syekh, Mubaligh, Mubalighah, Ustad, Ustadhah, and others (Aliyudin, 2015). Da'i is a leader and warner, who gives good advice and sermons, gives glad tidings and threats, and talks about the hereafter (Hidayat, 2018).

As role models, Da'i must have skills and knowledge that are useful to overcome problems when preaching/giving da'wah in society. As a Da'i, of course, he must have the competence and good morals in the community. For his words and actions to get good sympathy from the congregation, insight, guidance, and ethics of da'wah are needed. It is through this knowledge that the Da'i will be successful in carrying out his da'wah.

The results of Azizah Herawati's research (2018) in her article entitled *The Role of Da'i in Empowering People Through Green Da'wah* found that Dai's role was very dominant in increasing environmental awareness, empowerment, and spiritual development. The supporting factor for this success is the use of the da'wah bil hal method or the giving of Shari'a and aqidah lectures which are equipped with environmental hygiene materials in the life of a Muslim. A pilot group that received lectures once a week and carried out cleaning activities with Da'i showed high motivation in environmental care. Collaboration between Da'i and the community grows and results in a culture of environmental cleanliness. This study introduces this activity as green da'wah.

Green Dawah promoted by Herawati succeeded in increasing public knowledge and awareness because of the limited teaching pattern. The people as the target of da'wah generally have good knowledge about waste management. This was marked by a meeting to discuss waste management. In addition, community organizations have succeeded in fostering community and motivation to jointly manage waste, while the green da'wah pattern is implemented to maintain and increase community motivation in managing waste. The green da'wah pattern is considered effective because its targets are limited and have the same characteristics. The weakness of this research is that green da'wah has not been implemented in the wider community with low levels of waste management knowledge. The results of this study serve as a guide for researchers regarding the pattern of increasing public knowledge and awareness of environmental care.

Budiman (2011) in his research entitled *environmental protection in an Islamic perspective* suggested that the practice of environmental protection is found in Al-Qur'an and Sunnah. Muslims learn from Al-Qur'an that God created the earth, its atoms, and molecules in a balanced form. Al-Qur'an teaches that environmental protection is the responsibility of all human beings. However, many Muslims have not made a significant contribution to environmental conservation. Indonesia has introduced environmental management campaigns with waqf institutions. Various environmental protection programs are carried out in Indonesia through waqf programs in the form of tree planting, making wells, and building clean water installations. This effort becomes an environmental protection campaign.

## Research Method

This research used two approaches, namely quantitative and qualitative approaches. The quantitative approach aims to determine the knowledge and awareness of the community in managing household waste in Makassar City and to find

the knowledge and behavior of Da'i in campaigning for household waste management in Makassar City. The qualitative approach aims to find the application of waste management in Makassar City and find stakeholder strategies to develop the role of Da'i in campaigning for household waste management in Makassar City.

A quantitative approach is an approach that begins with the preparation of hypotheses followed by various stages to find a causal relationship between variables (Basias & Pollalis, 2018). In this approach, the preparation of the instrument is based on predetermined variables. Furthermore, the analysis of validity and reliability is an important point for the validity of a data collection tool.

Researchers divided the two subjects as sources of information or primary data. Quantitatively, the researchers determined 392 respondents which were divided into 272 people representing the residents of Makassar City, while 120 Da'i representing the community who worked as da'wah interpreters at the study site. The number of respondents was determined based on the Cohen Manion table with a 90 percent confidence level. 272 community samples represented 641,221 Muslim residents in the four sub-districts selected as study locations. While the sample of Da'i was 120 people representing 228 Dai who lived in the city of the research site. To meet the research needs, the sample of respondents selected was natives who lived more than five years, while the Da'i who became the respondent had to have more than two years of da'wah experience.

## Result and Discussions

### *Characteristics of Respondents*

These respondents were divided into two groups, Da'i, and community. The characteristics of Da'i are presented in the following table:

Table 1: Characteristic of Da'i

|                         |                                     |    |     |
|-------------------------|-------------------------------------|----|-----|
| <b>Sex</b>              | Male                                | 56 | 47% |
|                         | Female                              | 64 | 53% |
| <b>Education</b>        | High school or equivalent           | 24 | 20% |
|                         | Bachelor Degree                     | 62 | 52% |
|                         | Master Degree                       | 30 | 25% |
|                         | Doctoral Degree                     | 4  | 3%  |
| <b>Da'wah intensity</b> | Low (1-6 times in a month)          | 50 | 42% |
|                         | High (more than 6 times in a month) | 70 | 58% |

Source: Data Analysis, 2021

Based on the data in table 1 above, it can be seen that there are 56 males and 64 females. From the aspect of education, the last education level is high school or the equivalent of 24 people, and higher education of 96 people. This shows that there are more college graduates than high school graduates. Furthermore, the characteristics of the community can be seen in the following table:

Table 2: Characteristic of the Community

|  |                                     |     |     |
|--|-------------------------------------|-----|-----|
| <b>Sex</b>                               | Male                                | 111 | 41% |
|  | Female                              | 161 | 59% |
| <b>Education</b>                         | Junior High School                  | 3   | 1%  |
|  | High school or equivalent           | 114 | 42% |
|  | Bachelor Degree                     | 98  | 36% |
|  | Master Degree                       | 54  | 20% |
|  | Doctoral Degree                     | 3   | 1%  |
| <b>The intensity of attending Da'wah</b> | High (more than 6 times in a month) | 163 | 61% |
|  | Low (1-6 times in a month)          | 109 | 40% |

Source: Data Analysis, 2021

Based on the characteristics of the respondents, there were 111 male respondents or 41%, and 161 female respondents or 59%. Respondents represented the family unit. Thus, some were the head of the family and some were housewives. Based on

the intensity of da'wah, there were 163 people or 61% of people who had a low intensity of attending da'wah, while 109 or 40% of people had a high intensity attending da'wah. The characteristics of public education showed that there were 3 junior high school graduates or 1%, 35 high school graduates or 13%, 79 undergraduate graduates or 29%, 117 master graduates or 43%, and 38 or 14% doctoral graduates.

#### *Descriptive Analysis of Community Knowledge and Awareness in Household Waste Management in Makassar City.*

In this research, da'wah is an effort to increase public knowledge and awareness of waste management. Therefore, Da'i is assigned to teach the role of the human caliphate in environmental conservation. To facilitate the analysis of Dai's role in developing Community Knowledge and Awareness, the researchers summarized the assessment of each indicator on the knowledge and awareness variable of waste management.

**Table 3 Recapitulation of Dai's Role in Developing Community Knowledge and Awareness**

| <b>Variable</b>                   | <b>Indicator</b>  | <b>Score</b> | <b>Category</b> |
|-----------------------------------|---|--------------|-----------------|
| Waste Management Knowledge        | Facts about the risk of environmental damage due to poor waste management | 0,485        | Low             |
|                                   | Waste management concept  | 0,487        | Low             |
|                                   | Waste management procedure  | 0,448        | Low             |
| <b>Knowledge average score</b>    |   | 0,473        | Low             |
| Waste Management Awareness (font) | Concern for waste management  | 2.52         | Low             |
|                                   | Gotong royong/mutual help in minimizing the volume of waste               | 3.30         | Moderate        |
|                                   | Politeness  | 3.15         | Moderate        |
|                                   | Tolerance in waste management   | 2.54         | Low             |
| <b>Awareness average score</b>    |   | 2.78         | Moderate        |

Table 3 shows that in general, the community had low knowledge about waste management. This was evidenced by three indicators that showed the low category. Furthermore, the waste management awareness variable was marked by two indicators that had a low category and one indicator that showed a moderate category.

#### *Statistical Analysis of Public Knowledge and Awareness in Household Waste Management in Makassar City.*

The results of the ANOVA test obtained a sig score to determine the effect of the intensity of attending da'wah on knowledge and public awareness of managing waste. The two variables are presented in the following table:

**Table 4 Test on The Effect of Intensity Attending Dawah on Knowledge and Community Awareness**

| <b>Variable</b> | <b>Sig.</b> |
|-----------------|-------------|
| Knowledge       | 0,277       |
| Awareness       | 0,770       |

The ANOVA test results show that the significance probability score for the community knowledge variable was 0.277 and the public awareness variable was 0.770 or  $> 0.05$ . It can be interpreted that there was **no significant effect of the intensity** of attending da'wah on knowledge and public awareness of household waste management.

The results of this test illustrated that people who often attended da'wah do not obtain increased knowledge and awareness about waste management. This was an indication that Da'i has not played a role in campaigning for household waste management in the community.

To strengthen the results of the ANOVA test, the researcher conducted an independent sample t-test to determine whether there was a difference in knowledge and public awareness among groups who often participated in da'wah and groups that rarely followed da'wah. The results of the independent sample t-test are presented in the following table:

Table 5 Independent Test Sample T Test Knowledge and Community Awareness

| t-test    | Sig. (2-tailed) | Sig    | Information   |
|-----------|-----------------|--------|---|
| Knowledge | 0.109           | > 0,05 | There is no difference in effect between the two groups |
| Awareness | 0.227           | > 0,05 | There is no difference in effect between the two groups |

Based on the results of the independent sample t-test, shows that there was no difference in knowledge and community awareness in groups who rarely attended da'wah and those who often attended da'wah. The two inferential analyzes showed relatively similar results. Therefore, the researcher concluded that the role of Da'i in campaigning for household waste management was relatively low. People who had high knowledge about household waste management obtained information from social media or other sources and not from the da'wah material they receive.

### *Descriptive Analysis of Dai's Knowledge and Behavior in Campaigning for Household Waste Management in Makassar City.*

As a summary description of the Da'i's potential in campaigning for household waste management, it can be seen in the table below:

Table 6 Dai's Knowledge and Behavior Recapitulation in Household Waste Campaign

| Variable   | Indicator   | Score       | Category        |
|--|---|-------------|-----------------|
| Waste Management Knowledge                             | Facts about the risk of environmental damage due to poor waste management | 0,58        | High            |
|  | Waste Management Concept  | 0,49        | Low             |
|  | Waste Management Procedure  | 0,37        | Low             |
| <b>Da'i Knowledge Average Score</b>                    |   | <b>0,48</b> | <b>Low</b>      |
| Behavior in Campaigning for Household Waste Management | Inviting the community to do good through waste management                | 3.56        | High            |
|  | Preventing crime through waste management                                 | 3.35        | Moderate        |
|  | giving an example of managing waste                                       | 3.30        | Moderate        |
|  | Demonstrating how to manage waste   | 2.52        | Low             |
| <b>Da'i behavior</b>                                   |   | <b>3.21</b> | <b>Moderate</b> |

Da'i's factual knowledge about environmental problems due to increased waste generation was the driving force for Da'i to invite the community to carry out waste management. Da'i who had factual knowledge with a high category influence their behavior by inviting the community to take appropriate action in waste management. Furthermore, Da'i's knowledge of the concept of waste management was the Da'i's provision to invite the community to prevent crime. Da'i explained the types of wrong behavior and littering is one of the crimes.

### *Dai's Role Development Strategy in Household Waste Management Campaign*

Da'i must know environmental values as a provision to invite people to manage waste properly. In other words, Da'i must be able to describe activities that are following Islamic concepts and focus on efforts to minimize waste, such as not using too much plastic. The results of the interview with a Da'i described his agreement on the role of the Da'i in socializing the pattern of household waste management. Da'i teaches that a person who believes in Al-Qur'an must pay attention to the cleanliness of his environment as explained below:

*“Dai’s role is very influential on people’s behavior because Da’i can socialize to the community that cleanliness is proof of the existence of an Imam in a person. Dai explained that we must always be able to carry out activities related to waste management, especially domestic waste. So, Dai’s role is indeed very important to change people’s mindsets through religious lectures and is associated with cleanliness itself. (NI, 54 years old, March 9, 2021)*

This expression illustrated that in conducting da’wah, Da’i must educate the public about one form of *muamalah* in daily activities, namely managing waste properly. This was also revealed in further interviews as follows:

*“As we know that everyone produces waste and if the garbage is allowed to pile up, it will cause unpleasant odors and unattractive views. The result of this behavior unknowingly causes damage to the local environment and causes disturbance to others. This is not allowed in Islam. So, Da’i must invite the community to find the right way to manage waste. (NI, 54 years old, March 9, 2021)*

The government’s policy to involve Da’i in waste management efforts must be supported by a comprehensive program. Community education can produce tangible evidence in the form of increased knowledge, awareness, and habits of the community. Educational programs must be prepared simultaneously, both in terms of materials and methods. This is revealed in the results of academic thinking as follows:

*“The urgency of independent waste management is something that must be conducted immediately to realize a clean Makassar City. Government policies can’t get to the field without the introduction of waste management mechanisms in the community. Da’i is a stakeholder who has the potential to spread waste management issues to the community. Therefore, the government needs to carry out a program to develop knowledge and skills in waste management. Thus, it can set an example for the community (NP, UNM Academic, 52 Years old, March 17, 2021).*

Based on these descriptions, the development of the Da’i’s role in campaigning for waste management must begin with the provision of Da’i knowledge and skills.

## Conclusion

The results of the study obtained, based on the formulation of the research problems, include:

1. Knowledge and awareness of the community in managing household waste is still relatively low. The results of statistical tests show that people who often follow Islamic da’wah do not obtain an increase in knowledge about waste management, likewise with increasing awareness to manage waste. The results of the research illustrate that the cultivation of Islamic values related to the importance of waste management is still very low. The people of Makassar city generally do not understand that waste management is part of the implementation of the realization of Islamic values or faith (Iman) in everyday life.
2. Da’i does not have sufficient knowledge to campaign for household waste management. This has implications for the low activity of Da’i in advocating waste management efforts to the community.
3. That the community has made efforts to reduce waste by using materials that can be reused or can be recycled, while the use of easily biodegradable materials has not been widely used by the community due to a lack of knowledge about these materials.
4. Da’wah institutions have developed environmental management campaign programs. However, the program did not run simultaneously and only involved several Da’i. This finding shows that da’wah institutions have the potential to educate and train Da’i in developing waste management campaign materials.

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