e-JOMS
MALAYSIAN JOURNAL OF MEDIA & SOCIETY

LEADERSHIP: COMMUNICATION SKILLS AND A BALANCED IDEOLOGICAL FLOW AMONG STUDENTS AS AN INITIAL PILLAR TO NATIONAL LEADERSHIP

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ABSTRACT:

A leader is valued through how he behaves and acts in his leadership through communication. One of the most important is the ability of a leader to make decisions and implement a plan through his ideology to develop an organization. A decision is born of a thought process. Communication and significant ideas of students are important starters for the progress of national leadership to produce leaders who have good communication competitiveness as well as thoughtful ideas for progress not only for national leadership but also world leadership. examining the communication methods and ideological streams of students that can be the best product of the country's leadership in the future. The aim of this study is also to find out the mastery of communication skills as well as the presentation of thoughtful ideas among UiTM Kelantan students for national leadership. Communication skills studied include interpersonal communication skills, intrapersonal communication skills and non -verbal communication skills. Methodological methods of library research, documentation, observation, research, and interviews to students were used to gather relevant information. The majority of students are now very focused on learning solely with the aim of achieving an excellent average grade, it is undeniable that it is very accurate and the main purpose for students who are undergraduates, but as balanced and competitive students, they must be able to reach a level as someone who is a leader and is able to loudly convey their golden ideas. Therefore, to achieve the desire to build the identity of students who are able to communicate and think about leadership, various approaches and plans should be worked on. Effective communication skills actually require seriousness, experience and interest in the profession or field they are involved in later. In addition, it can enhance positive values to improve students' social and emotional skills.

KEYWORDS: leadership, ideas, interpersonal, intrapersonal, non -verbal

INTRODUCTION

Humans need to communicate. Whether verbal communication is the use of language in the form of speech and writing. Non-verbal communication (non-verbal) that is without words or with sign language such as facial expressions, eye-contact & body language. Generally, communication is defined as the process of exchanging and transferring information from an individual or one party to another person or party. Through communication, students can exchange information in advancing their respective faculties. If there is no good communication will fail to achieve a neat and organized movement. Communication plays an important role in the context of the survival of an institution because it is a medium of communication with each other in conveying information.

DEFINITION OF COMMUNICATION

According to the Introduction to Communication Science, in terms of communication terminology comes from the word communicare which means to make similarities or to share. Meanwhile, the term for communication in Arabic is tawashul. Tawashul comes from the word washala which means until. Thus, tawashul is a process of exchanging information performed by two parties so that the message delivered can be understood by both parties who communicate. Another term in Arabic to refer to the term communication is ittishal which emphasizes more on the meaning of the continuity of the message. In ittishal, if the message sent by the communicator reaches and connects to the recipient then that is communication and not necessarily a response.

Referring to the meaning of the term communication, one psychologist Raymond S. Ross (1974) defines communication as follows: or the same response as intended by the source "(Rakhmat, 2001: 3). Of the many meanings or definitions of Islam, the notion or definition put forward by Harjani Hefni is the most comprehensive. According to him, Islam means submission or surrender to Allah SWT, peace, and safety. From that sense, the goal of Islam is peace and security. Meanwhile, the means is the attitude of surrendering oneself to Allah SWT and submitting to all the commands of Allah SWT revealed to the Prophet Muhammad SAW which are included in the Pillars of Islam.

From both definitions or understandings of communication and Islam it can be concluded that what is meant by Islamic communication is communication built on Islamic principles that have a spirit of peace, friendliness, and safety (Hefni, 2015). As a science, Islamic communication has a main reference that is a guide to life for Muslims, namely the Qur'an and the Hadith of the Prophet Muhammad SAW. These two main sources give the characteristics of Islamic communication. In addition to the Qur'an and Hadith, books delivered by scholars and other disciplines that also contribute to the development of communication science in general and Islamic communication in particular.

CHARACTERISTICS OF GOOD COMMUNICATION ACCORDING TO ISLAM

Human communication permeates the whole of human life. Human communication has many forms and characteristics. As one of the largest religions in the world, Islam has provided a very clear guide or instruction on human communication in various communication contexts that we have known, namely intrapersonal communication, interpersonal communication or interpersonal communication, organizational communication or group communication and mass communication. So far, the reference for the study of human communication has mostly come from the western world.

PRINCIPLES OF ISLAMIC COMMUNICATION

Islam is a guideline of life, which has provided various guidelines or instructions in all areas of human communication. Therefore, Islamic guidelines or instructions should be used as principles when these

principles are used as guidelines. A principle is a guideline that allows people to interpret an event, make judgments about something and then decide how to act in a particular situation. A principle has three parts, namely identifying a situation or event, involving a set of norms and values, and relationships. between action and possible consequences. Based on this, Islam specifically presents the principles in the ideal form of communication as two basic sources called Sharia Islam. In contrast to the principles of communication that we have known before, Islamic communication has its own principles. Among them:

One needs to manifest a sense of sincerity in giving and receiving messages. In addition, it is necessary to realize each of us will be in the value of reward and sin, everything that is conveyed has consequences of reward or sin. Reward if the message is delivered in good ways and sin if the message is delivered in rude or bad ways. In addition, there is the nature of honesty that the message is delivered honestly and what it is in accordance with authentic facts.

The value of cleanliness means clean in the delivery of the message that makes the recipient of the message feel comfortable in the psychological side. Expressing positive words, positive things conveyed to the recipient of the message can bring happiness and can provide positive motivation. The heart, the words and the deeds are one. Good words and deeds reflect the heart. All three must match. Two ears one mouth, we are required to be able to hear more than speak. In particular it is obtained through more knowledgeable people and from there we can gain knowledge through in this way.

Realizing that we are always under the supervision of Allah SWT is All -Hearing, All -Seeing and All -Knowing of everything we do. By realizing the power of Allah SWT then we tend to speak and act carefully because all beings are not free from the control of the Creator. Influencing each other, communication is a process of exchanging information that aims to influence opinions, attitudes and behavior. This is to create results that are beneficial to both parties. The form of balance is that each information is received from various parties to be balanced so that it can produce a fair decision. The Right to Privacy is to respect and value the personal territory of each person in order to avoid the violation of personal rights.

EFFECTIVE COMMUNICATION BASED ON ISLAMIC PERSPECTIVE

Effective communication both verbal and non -verbal in the Islamic perspective is essential to keep the environment and society in peace, non -violence, and harmony. Naz Muhammad and Fazle Omer in Communication Skills in Islamic Perspective (2016) reveal the principles of effective communication in Islamic perspective which are divided into verbal communication and non-verbal communication. Some principles of effective verbal communication in the Islamic perspective are as follows:
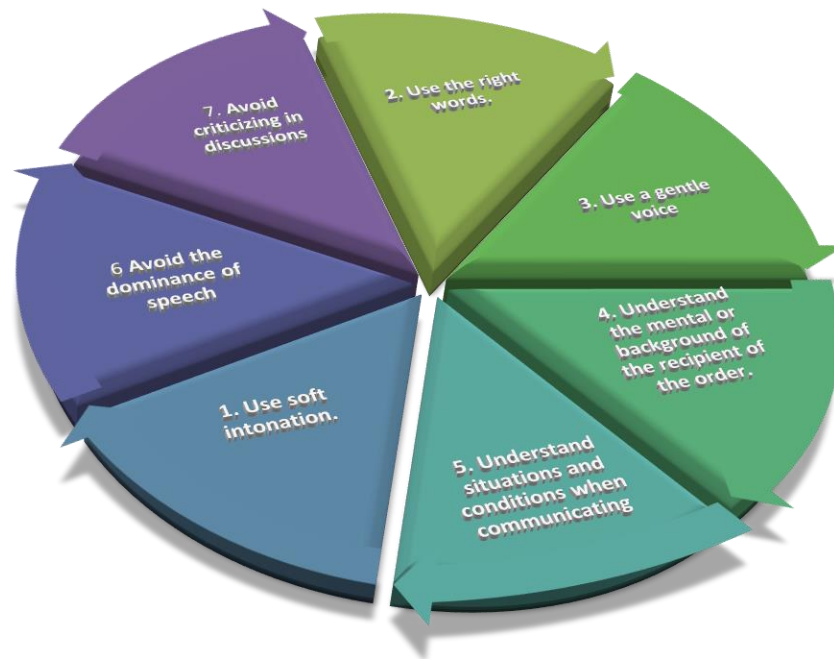
1. Use soft intonation.

Islam strongly underlines the importance of manners and ethics in communicating, one of which is to use gentle intonation. Conversely, using loud intonation can make the recipient of the message uncomfortable.

2. Use the right words.

To achieve effective communication, the selection and use of the right words, phrases and sentences is very important so that the message can be conveyed well.

3. Use a gentle voice

Loud noises can cause interference and damage to hearing aids. Loud noises are included in pollution that can damage health. Naturally, Allah SWT has endowed human beings with a very dynamic voice that can be used in the right situations. Therefore, the use of the proper volume needs to be adjusted to the recipient of the message.

4. Understand the mental or background of the recipient of the order.

A communicator in the process of Islamic communication should understand that everyone has different natures and mental levels. So that each person has a different ability to receive and absorb the message sent by the communicator.

5. Understand situations and conditions when communicating

One of the key principles of effective communication is to understand the situations and conditions in which the communication takes place. In a sense, the message conveyed by the communicator is adapted to the situation and conditions in which the communication takes place.

6. Avoid the dominance of speech

In a discussion, it is not uncommon for discussion members to dominate the conversation compared to others. This causes the other members of the discussion to become bored. The existence of two ears and one mouth is intended so that as a sender of the message should hear more than speak. The wise man always listens to what others say and speaks little.

7. Avoid criticizing in discussions

We need to refrain from uttering words that may demean one's dignity or words that touch one's sensitivities.

CONCLUSION

Communication in Islam has been described in several verses of the Qur'an among which is the use of the correct word (Qaulan Sadidan). Example: Surah al-Ahzab: 70, Allah says: "… ..and utter the right words in all things." In addition, use effective words (Qualan Balighan). Example: Surah al-Nisa ': 63, Allah says: "… ..and advise them and say to them words that can affect their hearts." Using pleasant words (Qaulan Maysuran). Example: Surah al-Isra ': 28, Allah says: "… ..then say to them pleasant words." We are also encouraged to use gentle words (Qaulan Layyinan). Example: Surah Taha: 24-28, "… ..And loose the knot from my tongue so that they understand my words." Using the word respect (Qaulan Kariman). Example: Surah al-Isra: 23 means, "…… .and do not irritate them but say to them a noble word (politeness)." Using good words (Qaulan Ma'rufan). Example: Surah al-Ahzab: 32 means, "..... and instead speak with kind words (appropriate & polite)".

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