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Communication Media for the Indonesian Malay Cultural Traditional Council in Strengthening Politics in Langkat Regency

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Abstract: This study aims to analyze: (1) Analyzing What Communication Media are Used by the Indonesian Malay Culture Council in Strengthening Politics in Langkat Regency. (2) Activities and Da'wah Activities of the Indonesian Malay Culture Council in Strengthening Politics in Langkat Regency. (3) Communication Barriers Faced by the Indonesian Malay Culture Council in Strengthening Politics in Langkat Regency. This study uses descriptive methods and a qualitative approach. Using a qualitative approach, also known as the Naturalistic method, as this research is conducted in a natural setting. The results of the study show that the Communication Media used by the Indonesian Malay Culture Council in strengthening politics in Langkat Regency includes various communication media such as Interpersonal Media, Mass Media, and Social Media. The Da'wah activities of the Indonesian Malay Culture Council in strengthening politics in Langkat Regency encompass a variety of activities aimed at strengthening Malay cultural values and increasing political participation and awareness, including Da'wah Bil Kitabah, Da'wah Bil Lisan, and Da 'Wow Bill Hal. Communication barriers faced by the Indonesian Malay Culture Council include Technical Barriers, Semantic Barriers, and Human Barriers.

Keywords: Communication Media, Da'wah, Politics, Langkat

INTRODUCTION

The presence of the media has a huge influence on people's lives. Mass media is able to shape opinions and even change people's behavior. The presence of media carries positive and negative values. Meanwhile, activities are directed at forming good behavior for society so that the media is also expected to make a contribution through reporting in the development of da'wah in society. The development of people's social behavior in the information era is predominantly influenced by media construction (William J. Gorden, 1989). The media recognizes agenda setting or framing to construct an event that has a broad impact on society (Denis Mc Quail, 1994). This is in line with the transformation of media information which

has found momentum since entering a more open reform era towards freedom of expression as a basis for the formation of social order (Syamsu Suryadi, 1993).

The impact of the transformation of information towards being more open has led to drastic changes in people's behavior. Striking changes are more visible from the aspect of religious behavior besides other aspects. Changes in religious behavior as a result of the transformation of media information are indicated by the morality of society which sometimes ignores religious values. So the presence of the media must be responded to so that it has a positive impact on people's religious behavior and maintains the values that society has adhered to. The presence of media has a negative impact on religious behavior, if seen from the attitude of people who access information unselectively (Nurul Syobah, 2013).

The Indonesian Malay Cultural Traditional Council or MABMI Langkat Regency is an ethnic organization that was founded in 1971 and has strengthened its network. Because the founders and main figures have served as Regent and other high positions. So the existence of the Indonesian Malay Cultural Traditional Council in Langkat Regency is very influential in political and religious events. Why it is influential in the political field is because there are many Malay figures who are members of the Indonesian Malay Cultural Traditional Council, high government officials, so they need support from various directions. Both from political parties, community organizations, youth organizations, other ethnic organizations and even religious organizations (Erwin Jusuf Thaib, 2019).

In connection with this strengthening, the Indonesian Malay Cultural Traditional Council of Langkat Regency is aware that communication media is very much needed to establish good relations both within the Indonesian Malay Cultural Traditional Council and external circles. So communication media has been optimized to strengthen networks for all parties, be it government, political organizations, community and religious organizations.

Apart from that, the use of communication media owned by the Indonesian Malay Cultural Traditional Council of Langkat Regency also strengthens the existence of da'wah. Because Malay is Islam and Islam is Malay. This is one of the Malay ethnic slogans from generation to generation. So strengthening da'wah is the most important part in carrying out social, religious and political interactions in Langkat Regency so far.

The Indonesian Malay Cultural Traditional Council of Langkat Regency realizes that da'wah activities are oriented towards the personal and collective transformation of the people in a better direction and minimizing evil. The ideality of preaching is faced with the reality of people's lives which is more directed towards aspects of pragmatism amidst the proliferation of culture, the West, social media, Ki-pop and the tendency to ignore religion. This cannot be separated from the contribution of the media on the negative side, which can influence and change people's thought patterns and behavior which is paradoxical with cultural and religious values.

This phenomenon is actually criticized from the perspective of the preaching media. The efforts of the Indonesian Malay Cultural Traditional Council, Langkat Regency, produce communication media works that contain da'wah messages among government institutions, political institutions, community organizations, youth organizations, student organizations, religious organizations and ethnic organizations in Langkat district. This is aligned with the noble aim of da'wah activities, which is to guide someone towards personal transformation through improving behavior that is built on appropriate religious understanding. Personal transformation requires a complete person with the predicate of faith and good deeds. A person's level of knowledge is obtained from a teacher, including listening to lectures containing religious knowledge from a preacher, namely through direct advice or by using communication media.

The dynamics of contemporary da'wah development are faced with the complexity of the people's problems. Therefore, preachers must act professionally, in order to provide religious

enlightenment for the people in discovering or solving life's problems so that they remain istiqamah, consistent, and carry out the religious values they believe in (Nur Ahmad, 2016).

Islam as a missionary religion requires it to be disseminated to the community. Da'wah activities are believed to have an influence on the progress of Islam. On the other hand, weak da'wah activities will have an impact on the decline of Islam. Da'wah is the most important path and is an activity carried out with iltizam on the path of da'wah which really determines the fate of every Muslim to have a firm belief in the safety of the direction of the da'wah journey itself (Fathurrahman, 2016).

Preaching through communication media by the Indonesian Malay Cultural Customary Council of Langkat Regency is a noble task in the hope that they can fight for the truth by enforcing amar ma'ruf and nahi munkar on a wider scale through communication media in Langkat Regency and refracting the meaning of da'wah in social life in generally. The various problems that accompany the pattern and intensity of people's religious behavior cannot be separated from the large influence of the media. This is interesting to observe in the academic paradigm. In fact, an aspect that is quite interesting but has not received good academic attention is the media dimension. This is considered urgent to measure the social construction of mass media in the process of developing da'wah.

Langkat Regency has unique characteristics, with a strong diversity of Malay culture and the presence of religion as one of the main pillars of community life. In this context, the da'wah carried out by the Indonesian Malay Cultural Traditional Council (MABMI) through communication media is important to research. One aspect that needs to be paid attention to is the role of communication media in spreading da'wah messages and religious and cultural values. Mass media, social media and print media have a significant influence in shaping public opinion and perception.

It should be understood that Langkat Regency in North Sumatra is an area rich in Malay culture. However, like other regions in Indonesia, Langkat Regency also faces various challenges in developing healthy and inclusive local politics. Some of the problems that arise include low community political participation, minimal understanding of the rights and obligations as citizens, and a lack of active participation in the political decision-making process that affects social, economic and cultural conditions in the region.

It is in this context that the Indonesian Malay Cultural Traditional Council (MABMI) has a strategic role in strengthening politics in Langkat Regency. Through various activities and da'wah activities, MABMI seeks to increase people's political awareness, provide a better understanding of their rights, facilitate active participation in the political process, and strengthen identity and solidarity in order to build a more inclusive and sustainable politics.

This uniqueness is very interesting to observe. The writer then formulated this problem in a proposal entitled: "Communication Media for the Da'wah of the Indonesian Malay Cultural Traditional Council in Strengthening Politics in Langkat Regency".

METHOD

This study uses a qualitative method. Descriptive research is research that aims to provide an overview of the context of the research topic. Research to address current problems based on data. If you have photography that leads to numerical (numerical) calculations, your only goal is to improve research analysis and discussion (Cholid Narbuko, 2013).

Qualitative research is research that makes unexpected discoveries and creates new theoretical foundations. Qualitative surveys are usually completed in percentages and follow verbal data that show better incidence than the figures obtained on the site (Lexi Moleong, 1997). This study is qualitative because it includes calculations and statistics. He did not use a scientific emphasis or research that led to discoveries that could not be obtained by statistical procedures or other quantitative methods (Greetings, 1997).

The location will be investigated by the office The Indonesian Malay Cultural Traditional Council (MABMI) is located in Stabat City Jln. Proclamation No. 41 Kwala Bingai Village, Stabat Langkat District. The selection of survey locations was based on the map of the Malay traditional council in Langkat Regency. The first issue is accessibility in the research field, both in terms of human resources and in terms of funding and time savings. Separate research does not create human resource problems. One of the great advantages of conducting research in this beautiful area is funding. The research does not require high fieldwork costs compared to other research. In addition, selecting a location for research is time-saving and allows researchers to perform basic tasks. The reasons for choosing a site for this research are less significant and more reasonable. These considerations relate to the appropriate characteristics for your chosen environment. The study period is six months, December 2022 and April 2023.

The informant in this research is Indra Salahuddin as chairman Indonesian Malay Cultural Traditional Council (MABMI) Langkat Regency, Muhammad Arifin as administrator in the organizational field, Tengku Rasyid as administrator in the field of information and communication, Tengku Rizal as administrator in the field of religion, Datok Alamsyah as administrator in the field of political relations and Muhammad Zulkarnain as administrator in the field of secretariat.

RESULTS AND DISCUSSION

Research Result

1. Anything Communication Media for the Indonesian Malay Cultural Traditional Council (MABMI) in Strengthening Politics in Langkat Regency?

Technological developments have also had a positive impact on making the communication process of conveying information easier to the public, this happens because the media used to convey health information are increasingly diverse. The increasing variety of media available means that not only information officers are able to convey information, but also optimize the use of media in the communication process. Various forms of communication media have been able to make it easier for humans to interact with their social environment. In fact, through this communication media, various human activities related to "news" to the general public can be easily communicated to the masses.

Almost everyone uses communication media, especially those who are members of a group, community or organization. A community is reflected because of the similarities identified by each individual in the community. Starting from race, economics, religion, politics and lifestyle. As social creatures, every individual needs other individuals, and for a sense of existence, humans also need to fulfill their need to be accepted by a social group or community. There is a "sense of belonging" which is one of the characteristics of humans. This provides satisfaction with self-identification, that they are part of a group or community.

Communication Media has a big influence on the progress of a country's democracy. Because the political communication process involving the media in developing a country's democracy is influenced not only by internal factors of the media itself, but also external factors such as political actors and the voting public. Political actors who tend to pursue their immediate interests will tend to use the media to control public opinion by presenting messages and symbols that support their interests.

The Indonesian Malay Cultural Traditional Council (MABMI) in Langkat Regency plays an important role in strengthening politics through communication media and da'wah. The Indonesian Malay Cultural Traditional Council (MABMI) uses social media and other platforms to spread da'wah messages related to Malay culture and Islam, which in turn helps shape the opinion and political participation of the Malay community in Langkat

As per the results of an interview by the general chairman of the Indonesian Malay Cultural Traditional Council (MABMI) Langkat Regency, Mr. Indra Salahuddin said that the

media used were electronic media such as radio, and print media such as newspapers and social media:

"We use the media as a tool to implement work programs in terms of da'wah and strengthening politics by using electronic media such as radio, mass media such as newspapers and social media such as Instagram, websites, Facebook."

Although print and electronic media are still used, the rapid development of information technology has made online media the main choice for individuals and institutions. Currently, it is considered out of date if an institution does not utilize online media for communication. Everyone is required to be 'media literate', especially online media, to keep up with the times. Apart from print and electronic media, the Indonesian Malay Cultural Traditional Council (MABMI) in Langkat Regency also uses electronic media such as radio. Radio remains an information medium that is widely used by local people, making it easier for them to receive information and strengthening the political influence of the Indonesian Malay Cultural Traditional Council (MABMI) in the region.

According to researchers, the use of various electronic media allows the Indonesian Malay Cultural Traditional Council (MABMI) to achieve its targets of political strengthening more efficiently and effectively. Electronic media allows messages to be conveyed widely and quickly, and can be accessed by many people. In addition, various forms of electronic media are able to attract attention and provide information in an interesting and interactive way.

In line with what was also said by Mr. Muhammad Arifin as secretary of the Indonesian Malay Cultural Traditional Council (MABMI), that electronic media is still used to strengthen politics and build political awareness among the younger generation:

"The Indonesian Malay Cultural Traditional Council (MABMI) in Langkat Regency uses various electronic media to strengthen its political influence. These media include radio, television, and online platforms such as social media. Radio remains the main choice because it is still widely used by local people, making it easier to disseminate information widely and quickly. Television and social media are also used to convey messages in an interesting and interactive way, making them more effective in reaching and mobilizing the public."

Researchers see that the Indonesian Malay Cultural Traditional Council (MABMI) has social media accounts to strengthen their political influence. The use of platforms such as Facebook, Instagram and YouTube allows the Indonesian Malay Cultural Traditional Council to reach a wider audience, including the younger generation in Langkat Regency. Through social media, the Indonesian Malay Cultural Traditional Council can disseminate information quickly and efficiently, and interact directly with the community. This creates an effective two-way communication channel, where the public can provide feedback, ask questions, and engage in discussions regarding political and cultural issues. The use of social media also helps the Indonesian Malay Cultural Traditional Council in mobilizing community support and participation in various activities and events, strengthening political and cultural awareness among the Langkat Malay community.

results of an interview with Mr. Tengku M. Auzai, as treasurer of the Indonesian Malay cultural customs council regarding communication media used in political strengthening:

"The Indonesian Malay Cultural Traditional Council (MABMI) utilizes various communication media to strengthen political influence in Langkat Regency. We use social media such as Facebook, Instagram and YouTube to reach a wider audience, especially the younger generation. Social media allows us to disseminate information quickly and interact directly with the public."

Mass media is a form of communication and creation that reaches society at large so that the same information message can be received simultaneously and momentarily. Meanwhile, the effect of mass communication on communicants can be shaped according to the wishes of the communicator, depending on how the mass media conveys it. Even though communicants

will receive messages with various reactions, the mass media is able to form opinions which ultimately represent the opinions of most communicants. The results of the interview with Mr Muhammad Jamil said:

“The Indonesian Malay Cultural Traditional Council (MABMI) also uses informative brochures and pamphlets to strengthen political influence in Langkat Regency. We distribute these brochures and pamphlets to various strategic points, such as community activity centers, markets, etc. These brochures and pamphlets contain brief and easy-to-understand information about the importance of strengthening politics, Malay cultural values, as well as invitations to participate in political and cultural activities. In this way, we can reach more people and increase political awareness among local communities. This is one of our strategies to ensure our political and cultural messages are accessible to all levels of society.”

Furthermore, the main goal is to provide clear and concise information so that the public can more easily understand the actions that need to be taken to participate in the political process. This is very important because it helps increase political awareness and participation among the people of Langkat Regency.

The public response was very positive. With direct and easily accessible information, the public becomes more informed about their role in strengthening politics. This not only strengthens political awareness but also strengthens the position of the Indonesian Malay Cultural Traditional Council (MABMI) in the local political context. We saw increased participation in the political and cultural activities we organized, demonstrating the effectiveness of this strategy.

Mr. Indra Salahuddin Added:

“Instagram has a large number of users and continues to grow, including in Langkat Regency. By using Instagram, we can reach a wide audience from various circles without geographic restrictions. This platform allows us to share visual content such as photos and videos about our political and cultural activities, which is very effective in attracting attention, especially from the younger generation. Through Instagram, we can convey important information quickly and efficiently, and interact directly with the public, thereby strengthening their political awareness and participation.”

Furthermore, Instagram is very popular among the public, especially young people, who are important targets in our political strengthening efforts. Features such as stories, live streaming, and IGTV allow us to present interesting and interactive content. Additionally, the use of hashtags and locations also helps increase the reach of our posts, ensuring that information about the political and cultural activities of the Indonesian Malay Cultural Traditional Council (MABMI) can be seen by more people. By utilizing Instagram, we can more easily communicate our messages and encourage active community participation in political and cultural activities in Langkat.

In recent years, major changes in the medium of communication interaction have occurred as a result of the rapid development of the internet. Initially, human communication relied heavily on face-to-face interactions, but now it has shifted more to the use of media, especially the internet. This phenomenon has had a major impact on the global political order. With the internet, almost everyone around the world can communicate quickly and easily. This makes it possible to broadcast political information and political ideas more widely and quickly spread. For example, political campaigns can now use social media platforms to reach large numbers of potential voters at lower costs compared to traditional media such as television or newspapers.

Social media platforms such as Instagram and Facebook have a special role in the online political ecosystem. Instagram, with its focus on visual content such as images and short videos, allows for the delivery of powerful and engaging political messages. It enables political leaders to communicate their vision, express values, and spread political agendas through visually

appealing content. Meanwhile, Facebook, with its wide user network, interactive features such as groups, pages, and live streaming, and its ability to facilitate in-depth discussions and information sharing, has become an important center for political campaigns, two-way dialogue between leaders and voters, and action organizations. political.

By utilizing social media, political leaders and political organizations can reach a wider audience than can be achieved through traditional media. They can build public awareness about important issues, mobilize support for a particular political agenda, and organize political actions such as demonstrations, petitions, or awareness campaigns. However, behind the great potential of social media in strengthening politics, there are also challenges that need to be overcome. Ethical considerations, data security and information accuracy are very important in using social media for political purposes. Wise and responsible use of these platforms in accordance with the principles of transparency, honesty and respect for freedom of expression will support sustainable political strengthening and have a positive impact on society.

In line with what Mr. Tengku M. Auzai said, Mr. Muhammad Jamil said:

"We at the Indonesian Malay Cultural Traditional Council (MABMI) see that social media is the most appropriate means to strengthen politics, especially considering that the majority of people in Langkat Regency actively use social media. We spread various Malay cultural activities which also have a political dimension, such as cultural preservation efforts, advocacy for cultural rights, and participation in local development. Apart from that, we also convey information related to public policies that affect the Malay community in this area."

Lastly, the Indonesian Malay Cultural Traditional Council (MABMI) routinely evaluates and analyzes the performance of the messages it disseminates. They monitor metrics such as engagement rate, number of positive and negative reactions, and feedback from the community. This data is used to evaluate the effectiveness of their communication strategies and make necessary improvements to present better messages in the future. With seriousness, thoroughness and commitment in this routine, the Indonesian Malay Cultural Traditional Council (MABMI) can successfully spread socialization messages that build political awareness and understanding in the Langkat Regency area. It is hoped that society will become more aware and understand how important political developments with integrity are, which in turn will have a positive impact on the entire community.

2. What are the Da'wah Activities and Activities of the Indonesian Malay Cultural Traditional Council (MABMI) in Strengthening Politics in Langkat Regency?

The Indonesian Malay Cultural Traditional Council (MABMI) has a crucial role in developing politics in Langkat Regency, North Sumatra. They not only maintain the richness of Malay culture, but are also active in various missionary activities which help strengthen local politics. MABMI, an abbreviation for the Indonesian Malay Cultural Traditional Council, is one of the important pillars in building strong and inclusive politics in Langkat Regency. They not only uphold Malay cultural values, but also carry out a series of activities and da'wah activities that help increase political awareness and provide a better understanding of people's rights. in an effort to increase political awareness.

They provide training on political participation, the election process, and ways to contribute to public decision making. This helps people to be more active and involved in the political process, either through general elections or through other participation mechanisms.

Results of an interview with Mr. Indra Salahuddin, as general chairman of the Indonesian Malay Cultural Traditional Council of Langkat Regency:

"The activities and da'wah activities that we carry out in the context of political strengthening in Langkat Regency include several things. We conduct Islamic political studies that discuss local and national political issues that are relevant to the interests of Muslims in

Langkat Regency. We also hold political discussions and seminars to provide the public with a deeper understanding of the importance of intelligent and responsible political participation.”

Furthermore, our main goal is to provide the public with a better understanding of the importance of intelligent, ethical and progressive political participation. We want to form healthy political awareness and provide an understanding that politics is a means to fight for the interests of the people and build social justice.

Results of the interview with Mr. Muhammad Jamil:

"Activities and Da'wah Activities of the Indonesian Malay Cultural Traditional Council (MABMI), to convey religious, cultural, social and political messages through various forms of writing, publishing books containing Islamic teachings, history, Malay culture, politics and values -moral and ethical values”.

Books published by several administrators of the Malay Cultural Traditional Council

The Indonesian Malay Cultural Traditional Council (MABMI) also utilizes digital technology to expand the reach of their da'wah and education. By actively creating written content for digital media, such as blogs, official websites and social media, MABMI has succeeded in reaching a wider and more diverse audience. MABMI's official blog and website provide various articles discussing important topics such as religious teachings, Malay cultural values, and relevant social issues. These articles are written in language that is easy to understand and supported by credible references, so that readers can obtain accurate and useful knowledge. In addition, in-depth essays are also published to provide a more comprehensive insight into various aspects of life faced by the Malay community.

Social media has become a very effective platform for MABMI to share their opinions and views regarding various current events and developments. Through platforms such as Facebook, Instagram, and Twitter, MABMI can interact directly with the community, provide responses to current issues, and spread positive messages quickly. Posts on social media are often accompanied by interesting visuals, infographics and short videos which make the content more interesting and memorable. Seeing this digital content strategy, MABMI has not only succeeded in getting closer to the local community in Langkat Regency, but also reaching people from various regions and backgrounds. Written content shared online helps strengthen Malay cultural identity, strengthen political understanding, and inspire many people to live according to high moral and ethical values.

In line with what Mr. Tengku M. Auzai said:

“We publish various articles written by experts, scholars, intellectuals and public figures. These articles discuss important topics such as Islamic teachings, Malay history and culture, as well as current social issues. With an informative and easy-to-understand writing style, this magazine is a valuable reading source for all levels of society, from students, academics, to the general public.”

The Indonesian Malay Cultural Traditional Council (MABMI) in Langkat Regency actively publishes magazines and journals containing in-depth writings on religious, cultural, social and political issues. This publication aims to provide educational media that can be accessed by the wider community, so that they can gain more comprehensive and in-depth insight into various topics that are relevant to their lives.

In addition to in-depth religious articles, MABMI magazines and journals also feature essays and opinions on current social and cultural developments. Special rubrics such as hadith studies, interpretations of the Koran, and ulama fatwas provide clear and reliable guidance for the community in carrying out the teachings of the Islamic religion. On the other hand, the cultural column highlights stories about Malay traditions, important figures and customs that enrich readers' knowledge of their cultural heritage. Not only that, these magazines and journals also often contain reports on MABMI activities, such as religious events, seminars and social programs. In this way, readers can follow the development of the organization and participate

in the activities held. Information about the assistance, training and mentorship programs offered by MABMI is also included to ensure that the community gets maximum benefit from the various initiatives undertaken.

3. How Communication Barriers Work Indonesian Malay Cultural Traditional Council (MABMI) in Strengthening Politics in Langkat Regency?

Experts consider that communication is a very important need for individuals in social life. The two, communication and social life, are interrelated and cannot be separated. Society will not be formed without communication, and vice versa, humans cannot develop communication without society.

Communication is the process of conveying messages or ideas from one individual to another, both personally and in groups. This can be done through verbal words or body language and non-verbal expressions, as well as through various media or without media. The purpose of communication is to provide information to the recipient of the message and generate support or acceptance of the message or idea.

In every communication process, the communicator hopes that the communication will run effectively, so that the communication goals can be achieved. However, obstacles or obstacles often occur in this communication process, which causes messages or ideas not to be conveyed or not received well. Many problems in everyday life can be caused by obstacles to the communication process. Conflicts between community groups, student brawls, religious conflicts, family quarrels, and so on, are often triggered by problems in communication. This can also cause misunderstanding or non-acceptance of the message or idea conveyed.

Communication barriers faced by the Indonesian Malay Cultural Traditional Council (MABMI) in strengthening politics in Langkat Regency are often caused by a lack of understanding of the political issues being discussed or fought for. This can slow down or even hinder the process of conveying messages or ideas that the Indonesian Malay Cultural Traditional Council (MABMI) wants to convey to the community or related parties. For example, there are differences in understanding between members of the Indonesian Malay Cultural Traditional Council (MABMI) regarding the political strategies that must be taken or political issues that are currently developing in Langkat Regency. Some members may have a deep and up-to-date understanding of the political issue, but there are also those who do not fully understand its complexity.

In efforts to strengthen politics in Langkat Regency, the Indonesian Malay Cultural Traditional Council (MABMI) often faces communication barriers caused by resistance or indifference from some parts of the community. This attitude can be a serious obstacle in conveying political messages and creating strong political awareness among society. One of the main causes of this attitude of resistance or indifference is the lack of individual understanding or interest in the political issues that are being discussed or fought for by the MABMI Indonesian Malay Cultural Traditional Council. Some citizens may feel that political issues are irrelevant to their daily lives or that they do not have a significant role in the political process.

Results of an interview with Mr. Muhammad Arifin, as Secretary of the Indonesian Malay Cultural Traditional Council, Langkat Regency:

"There are some people who have an attitude of resistance to political messages because of differences in views, values or political interests that conflict with what is conveyed. Skepticism or lack of trust in political institutions can also be a factor that strengthens this resistance or indifference."

Indifference to political messages can also cause a decrease in political awareness among the public. Strong political awareness is important to develop a deep understanding of political issues, political rights and obligations, and the impact of political decisions on daily life.

Without strong political awareness, people may pay less attention to the importance of their role in the political process.

The communication barrier faced by the Indonesian Malay Cultural Traditional Council (MABMI) in strengthening politics in Langkat Regency is the difference in understanding and views between the various parties involved. These differences cover various aspects, such as different cultural backgrounds, education, experiences and political interests.

Results of the interview with Mr Muhammad Jamil:

"Differences in understanding and views are a real challenge in our work at the Indonesian Malay Cultural Traditional Council (MABMI). Each member has a different background and experience, so perspectives on political issues can vary greatly. This sometimes makes it difficult for us to reach mutual agreements or formulate comprehensive strategies."

DISCUSSION

In a study, researchers must obtain results that are in accordance with the initial objectives set. The results of this research are data which is then analyzed using predetermined methods. In this section, the researcher will discuss the results of the research that has been carried out. The type of research used is qualitative research, because qualitative methods produce descriptive data in the form of written or spoken words from the people observed, as well as observed behavior, which is directed at the setting and individuals holistically. Qualitative research aims to enable researchers to go directly into the field and better understand the environment being studied. In qualitative research, the data collection process is an important stage that is useful in analyzing data obtained from various informants who have been selected by the researcher during the research. This data is useful for explaining and ensuring the truth of the research.

With this support, MABMI can more effectively carry out political education campaigns, increase community participation in the political process, and build stronger political awareness in Langkat Regency. This research, through comprehensive qualitative data, can provide valuable insights into effective strategies for political strengthening and how to overcome existing obstacles.

Overall, qualitative data is an important foundation in efforts to strengthen politics by the Indonesian Malay Cultural Traditional Council (MABMI) in Langkat Regency. With in-depth analysis and comprehensive understanding, this research can make a significant contribution to building stronger political awareness and increasing political participation in local communities.

In an effort to strengthen community political participation in Langkat Regency, the Indonesian Malay Cultural Traditional Council can use various efficient and useful communication tools. One way that can be taken is to maximize the use of the official website of the Indonesian Malay Cultural Traditional Council as the main source of information. A website that is informative, responsive and easily accessible to the general public can be an effective tool for providing the latest information about political strengthening as well as being a forum for direct interaction with related parties.

1. Anything Communication Media for the Indonesian Malay Cultural Traditional Council (MABMI) in Strengthening Politics in Langkat Regency?

In the context of political strengthening by the Indonesian Malay Cultural Traditional Council, the media plays an important role as a means of communication that facilitates the delivery of messages from parties involved in political activities to the community. The media not only acts as a tool for disseminating information, but also as a forum that allows interaction, discussion and exchange of ideas between political actors and the public. The existence of the

media in the context of political strengthening by the Indonesian Malay Cultural Traditional Council is also very important because the media has the ability to influence people's perceptions and attitudes towards relevant political issues. Therefore, the use of media cannot be separated from efforts to strengthen politics by the Indonesian Malay Cultural Traditional Council, which uses various communication media to achieve the desired political goals.

Based on this research, the Indonesian Malay Cultural Traditional Council uses various types of media to support the political strengthening process. This includes: (1) the use of interpersonal media such as cellphones to establish direct contact with the public, (2) the use of online media such as websites, Instagram and WhatsApp, and (3) the use of print media such as books, bulletins and magazines.

In the context of political strengthening by the Indonesian Malay Cultural Traditional Council, their role is very important to ensure that relevant political messages are disseminated effectively. To achieve this goal, the Indonesian Malay Cultural Traditional Council can use various relevant and effective communication media. One communication medium that can be utilized is the official website of the Indonesian Malay Cultural Traditional Council. This website can be used as the main source of information for people who want to understand more deeply about the political agenda, political activities being carried out, and political goals to be achieved. The information submitted must be easy to understand, detailed and easily accessible to all parties who need it.

Apart from websites, utilizing social media platforms is also very important. The Indonesian Malay Cultural Traditional Council can be active in managing official accounts on platforms such as Facebook, Twitter, Instagram and LinkedIn. Through this platform, information about political activities, political updates and political messages can be disseminated to the wider community. The content shared can be in the form of articles, infographics, educational videos, and direct interaction with social media users to get direct feedback and responses from the public.

Furthermore, the Indonesian Malay Cultural Traditional Council can collaborate with local and national mass media. Through publication in newspapers, radio broadcasts and television programs, important messages related to political strengthening can be conveyed to a wider audience. Special programs such as interviews with relevant figures or coverage of political activities in Langkat Regency can be an effective means of reaching and providing understanding to the community. Apart from that, offline activities such as seminars, workshops or public events can also be held to provide more in-depth explanations to the general public. The materials presented in this activity can thoroughly examine political issues, political strengthening strategies, and the importance of active participation in the political process.

Apart from conventional media, the Indonesian Malay Cultural Traditional Council can also utilize modern technology such as mobile applications. By developing applications that make it easier to access information about political activities, send the latest updates, and provide direct guidance and support to the public, the communication process will become more efficient and effective. Finally, it is important to build collaboration with non-governmental organizations, religious organizations and community communities. They can be good partners in disseminating political information, gathering public support, and supporting political strengthening efforts carried out by the Indonesian Malay Cultural Traditional Council.

2. What are the Activities and ActivitiesDa'wah of the Indonesian Malay Cultural Traditional Council (MABMI) in Strengthening Politics in Langkat Regency?

The activities and da'wah activities of the Indonesian Malay Cultural Traditional Council (MABMI) in strengthening politics in Langkat Regency can include various activities aimed at

strengthening Malay cultural values and increasing political participation and awareness among the community. In Langkat Regency, the Indonesian Malay Cultural Traditional Council (MABMI) plays a very vital role in spreading da'wah messages, strengthening Malay cultural values, and strengthening political understanding. In carrying out its preaching, the Indonesian Malay Cultural Traditional Council makes good use of technology. They are active in spreading da'wah messages through social media, blogs and official websites. The written content created includes articles, essays, opinions and inspirational stories that provide teaching and motivate the community.

Apart from that, social and humanitarian activities are also the main focus of the Indonesian Malay Cultural Traditional Council (MABMI). They often hold social services, raise funds to help people in need, and other humanitarian programs. This is done as a real implementation of the teachings of the Islamic religion which teaches the importance of sharing sustenance, caring for others and helping each other. In all its events and activities, the Indonesian Malay Cultural Traditional Council (MABMI) always strives to strengthen Malay cultural values. They hold arts and cultural activities, cultural exhibitions, and hold traditional events to strengthen the identity and cultural heritage of the Malay community. With these various initiatives and activities, the Indonesian Malay Cultural Traditional Council (MABMI) continues to act as an agent of positive change, providing inspiration, education and services to the people of Langkat Regency.

The da'wah activities and activities of the Indonesian Malay Cultural Traditional Council (MABMI) in Langkat Regency cover various forms, including da'wah bil kitabah (writing), bil oral (speech), and bil hal (deeds).

3. How Communication Barriers Work Indonesian Malay Cultural Traditional Council (MABMI) in Strengthening Politics in Langkat Regency?

Communication barriers are all forms of interference that occur in the process of sending and receiving messages between individuals, which are generally caused by environmental, physical or psychological factors of the individuals involved. The Indonesian Malay Cultural Traditional Council (MABMI) in Langkat Regency faces a number of important obstacles which are the focus of analysis from a communication science perspective. There are 3 communication obstacles faced by the Indonesian Malay Cultural Traditional Council (MABMI)

1) Technical Barriers

The technical obstacles faced by the Indonesian Malay Cultural Traditional Council (MABMI) in strengthening politics in Langkat Regency include several aspects related to infrastructure and technical processes used in political activities. One of the technical obstacles that may be faced is limited access and technological facilities. For example, the Indonesian Malay Cultural Traditional Council (MABMI) may face obstacles in accessing the internet or using the technological tools needed to convey political messages effectively. This may limit MABMI's ability to communicate and interact with voters or community members at large. Apart from that, a lack of understanding or skills in using technology can also be an obstacle. If members of the Indonesian Malay Cultural Traditional Council (MABMI) are unfamiliar with the use of social media, communications software, or other technological tools, they may have difficulty disseminating political information or communicating efficiently.

2) Semantic Barriers

The semantic obstacles faced by the Indonesian Malay Cultural Traditional Council (MABMI) in strengthening politics in Langkat Regency refer to the problem of

interpretation and understanding of the political messages conveyed. Some aspects related to semantic barriers include:

Apart from that, semantic barriers can also appear in the form of ambiguous or unclear language use. Political messages that are not well structured or have multiple meanings can make it difficult to understand and interpret the message correctly.

There is a gap in understanding between MABMI as a political strengthening institution and the community as its audience. Communities may have varying levels of understanding regarding political concepts and how Malay cultural values can be integrated in the local political context. This gap in understanding can hamper the effectiveness of the messages that the Indonesian Malay Cultural Traditional Council (MABMI) wants to convey to the public. Furthermore, the level of people's knowledge about Malay history, traditions and cultural values also influences their response to political strengthening efforts carried out by the Indonesian Malay Cultural Traditional Council (MABMI). If the public does not understand or does not have sufficient knowledge about these aspects, then the messages conveyed by the Indonesian Malay Cultural Traditional Council (MABMI) may not be received or understood well.

3) Humane Barriers

First, this obstacle could be in the form of differences in views and values between members of the Indonesian Malay Cultural Traditional Council (MABMI) themselves. Each individual has a diverse background, experience and political views, so differences of opinion may arise or difficulties in reaching a collective agreement regarding the political strengthening strategy that must be implemented. Lack of public understanding or awareness about the importance of participation in the political process can be one of the main factors. Some members of the public may lack education about relevant political issues, available participation mechanisms, or even the political rights they have. This can hinder their interest and involvement in political activities initiated by the Indonesian Malay Cultural Traditional Council (MABMI).

Second, the existence of obstacles to the accessibility and reach of political information can also influence participation levels. For example, if information related to political activities is not conveyed clearly or is not available evenly in various regions, then people who have the potential to participate may not be able to access the information properly. In addition, external factors such as political apathy, lack of trust in political institutions, and uncertainty regarding the benefits or impacts of political participation can also influence the level of community participation and involvement in political strengthening efforts carried out by the Indonesian Malay Cultural Traditional Council (MABMI).

CONCLUSION

The communication media used by the Indonesian Malay Cultural Traditional Council in strengthening politics in Langkat Regency uses various communication media, such as electronic media, mass media and social media. Each type of media has its own role and advantages in reaching the target audience and increasing public awareness and understanding of political empowerment. Interpersonal Media includes Electronic: The Indonesian Malay Cultural Traditional Council utilizes electronic media such as official websites, emails, mobile applications, and short messages (SMS) to provide precise, accurate, and easily accessible information about all activities and events. By utilizing electronic interpersonal media, MABMI can expand the reach of their political communications, strengthen the involvement of community members, and increase efficiency in communicating with various political parties in Langkat Regency. Mass Media: The Indonesian Malay Cultural Traditional Council

uses mass media such as television, radio and newspapers to convey messages about strengthening political, religious and cultural messages. The use of television and radio advertising, as well as the placement of advertisements in local newspapers, helps disseminate information about events and events in an effective manner. The mass media provides strong visual and audio appeal so that the message can influence public opinion, and strengthen support for the political, religious, social and crocodile agendas that they are fighting for in Langkat Regency and can attract wider public attention. Social Media: Through social media platforms such as Facebook, Instagram, Twitter, Whatsapp, the Indonesian Malay Cultural Traditional Council can reach a wider audience and interact directly with the community. Interesting and easily accessible educational content via social media helps increase public awareness and understanding regarding the political activities, da'wah and social activities they carry out.

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