

# *Exploring Activities as the Effort of Developing Civilization and Da'wah in University*

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**Abstract**—Education and Da'wah were inseparable. They strived to create an active learning atmosphere to develop the potential of self-control, character and morals that were useful for the nation and religion. It was very important to build educational institutions based on da'wah and civilization in this era. Therefore, the study was conducted to explore the activities at department, faculty, and institution levels of developing civilization and da'wah Institution. This study was done at the State Islamic Institute of Tulungagung, East Java, Indonesia. Persons, places, and, papers could all serve as data sources in this study. In-depth interviews, documentation, participant observation, and data-gathering approaches were employed to continue verifying the reliability, dependability, transferability, and confirmability of the data. Next, the gathered data were examined using Miles and Huberman's theory. The result presented that activities at the department, faculty, and university levels were incorporated with a da'wah nuance. Some activities were conducted such as introducing the subtleties of Islamic civilization, providing seminars and training on da'wah, broadcasting and digitalization, improving literacy at campus institutions, and Developing partnerships, and conducting research and community service.

**Keywords**— Activities, civilization, da'wah , developing.

## I. INTRODUCTION

Education and *da'wah* are like two sides of the same coin. For example, in social life, diverse cultures are continued; yet, education can lead these cultures toward something more focused and systematic, which might humanize human beings. Meanwhile, *da'wah* has a close connection to the religious part, which includes a conscious intention to change the attitude or thinking of a community that is becoming increasingly modernized, to the point where they forget their own culture (Zaini, 2016). *Da'wah* is an activity that invites people to believe and obey God in accordance with the lines of Aqedah (creed) and sharia (Islamic morals) (Briandana, Doktoralina, Hassan, & Hasan, 2020). Ignorance and unawareness can lead to divides and beliefs that contradict the nation's ethical norms. When education and *da'wah* becomes real, it releases the existence of civilization for the place meant to be.

Civilization is the form of human being's culture formation that is customer by various activities inside and always developed based on the era. Civilization is a characteristic of people; it is one of the things that set human beings apart from other species (Uthman Sulaiman, 2016). Furthermore, it is understood from the foregoing that civilization indicates a stage of development in human history (Letenyai, 2021). A description of civilization will not be complete without briefly expounding some of the things that make it up. They comprise, among others, of the following: (1) people with their cultures (2) the state or centralized government (3) writing or literacy (4) religion (5) moral traits that are praiseworthy (6) technology (Uthman Sulaiman, 2016).

Dealing with technology and Indonesia civilization in general proved that western beliefs and thought patterns (that do not align with Indonesian culture) have replaced some Pancasila's fundamental principles. This has caused a moral crisis among the Indonesian people, particularly the younger generation due to the fast technology flow in this modern era. The daily lives of Indonesia's youth have deviated significantly from Pancasila's rules (Ramadhanti, Astuti, Aropah, & Susilo, 2022). The daily lives of Indonesia's youth have deviated significantly from the Pancasila rules (Nuraeni & Dewi, 2022). Today's degradation of Pancasila ideals can be attributed to the younger generation's preference for Western culture, as well as the government's failure to promote Pancasila values that align with current trends. It is highly concerning that many youths, as the nation's future generation, are growing unaware of their own culture and are more interested in celebrating Western culture (Listiana, 2021). Generally, this country is certainly being colonized by Western nations through the use of modern technologies and a more contemporary lifestyle for them. Moreover, science and technology are increasingly developing with various potential advances created. This development offers convenience in all aspects of human life, including the fields of education and religion which are part of the existing progress (Akbar, Mailin, & Ritonga, 2023). The easiness of finding information can also be one of the main reasons. Because, the spread of media today, such as print media, broadcast media, and cyber media or online media is one form of the era of information disclosure (Sujai, 2022).

To prevent the situation from getting worse, an educational institution with Islamic beliefs has a role in building character qualities in Indonesia's youth, as religion continues to play an essential role. This is an effort to protect against various types of damage (Fata, 2015). These character values include honesty, trustworthiness, openness, and intelligence (Sokip, 2019). State Islamic Institute (IAIN) is one of the Islamic institutions that promote the spread of Islamic civilization (Dacholfany, 2013). In the face of global issues, IAIN must receive more attention so that it can develop as a religious and *da'wah* institution, or at the very least maintain a balanced position as both a religious and academic institution. IAIN Tulungagung, a campus with strong Islamic beliefs and a missionary focus, plays a significant role in shaping the thinking of those in the surrounding area and beyond. An Institute should not only strive to enhance academic talents, but also to instil honesty, truth, and dedication to humanity, or in this case, society (Nurpratiwi, 2021). In this way, the campus serves as both a source of knowledge and a means of mingling in society.

In this case, the position of *da'wah* on IAIN Tulungagung can directly answer several contemporary concerns that are now hot, such as the ecological catastrophe, poverty, peace, violence and radicalism, human rights, and so on, allowing *da'wah* to become a prophetic mission. In this situation, *da'wah* is presented as a mission of prophetic enlightenment and enlightenment for all groups, to resolve the issue. Therefore, IAIN Tulungagung's position has a significant impact on how people think, allowing it to avoid all of the undesirable acts listed above. The institution emphasizes community service as part of its Agent of Change mission. For change to take root, agent of change would need to emphasize the social co-construction of meaning and focus on the formation of organizational identity (Jabri, 2012).

Several studies about *da'wah* in the context of institutes and universities have been conducted. Setiawan (2011) stated that *da'wah fi'ah* is effective for college students in Bandung City, Indonesia. After receiving *da'wah fi'ah*, their attitudes were increased from 40% to 70%. Further, the existence of *da'wah* also forces society to prioritize a life of tolerance (Ahmad Darmaji, Syarief Zudaidah, 2014). Therefore, the institution of *da'wah* can be a source of *da'wah* on campus, carried out by students who are deeply committed to religious matters. The institution also generates an atmosphere of community *da'wah*, which is targeted as part of Islamic education itself (Alam, 2016). All of those previous studies only focus on *da'wah* and its impact on college students and society. According to this phenomenon, it is quite needed to conduct a study about civilization and *da'wah* as a novelty from the previous studies. Hence, this study is intended to explore some activities at the department, faculty, and institution levels to support the development of IAIN Tulungagung to be a civilization and *da'wah* institution.

## II. RESEARCH METHOD

This study employed a qualitative method, focusing on the actions that contributed to the development of IAIN Tulungagung as a civilization and *da'wah* institution. The researcher collected data by observation and in-depth interviews (Iftanti & Prastiyo, 2021) and analyzing the relevant documents. The data was collected from the rector, lecturers, academic staff, and college students. The research was conducted in stages, from basic studies to data saturation, and analyzed using Miles, Huberman and Saldana's interaction model.

To obtain the data, researchers carried on. The qualitative technique was ideal for exploring the activities at department, faculty, and institution levels to develop a civilization and *da'wah* Institution. This option is based on the belief that the exploration of activities in developing civilization and the *da'wah* Institute is best explained qualitatively. The data analysis followed Miles, Huberman and Saldana's descriptive qualitative approach. The data were evaluated in three steps: data condensation, data presentation (data display), and drawing conclusions or verification. The process of selecting, concentrating, simplifying, abstracting, and transforming data were referred to as data condensation (Miles, Huberman, and Saldana, 2014). This entailed coding, summarizing, and tracking themes from acquired data. The study analyzed how the department, faculty, and institute at IAIN Tulungagung conducted the activity to support the development of civilization and the *da'wah* Institute.

## III. RESULT AND DISCUSSION

### 3.1. Result

#### 3.1.1. Activities at Department Levels

Several activities were conducted at many departments of IAIN Tulungagung including:

##### 3.1.1.1. Market School Sharia Capital at Sharia Financial Management Study Program

The Sharia Capital Market School activities were carried out in a hybrid manner (Hybrid-work, which combines the best of both worlds from work-on-premise and work-from-home, was said to be the next great disruption in the work trend (Aprilina & Martdianty, 2023)) by presenting three speakers, the first was Doddy Prasetya Ardhana SE., MM, Head of the Sharia Capital Market Business Development Unit of the Indonesian Stock Exchange, who delivered online material about the supervision carried out by the BEI in maintaining a sustainable market. Capital in Indonesia and the role of BEI in increasing the trust of investors. The second resource person is Ammi Nabila Fauzi, SE Branch Manager PT. Indopremier Sekuritas Malang which conveys online strategies for beginner investors in starting their investment in Sharia Stock instruments as well as education about the Shariah Online Trading System on the IPOT application. The third resource person is Dr. Deny Yudiantoro, SAP., MM. This event was conducted at 9<sup>th</sup> June 2022.

The event which lasted for 6 hours was quite lively, where many students asked questions to the three presenters. In the last session, students who did not yet have an Investor account were also guided to open an account independently via the IPOT Application. "Investment is very important to introduce to students, with capital markets schools students can learn how to invest safely in the capital markets" Said Amalia Nuril Hidayati, Coordinator of the Sharia Financial Management Study Program. Investing is essential to good money management because it ensures both present and future financial security (Abdullaevich, 2020). By holding Sharia Capital Market School activities for the Sharia Financial Management Study Program, students are expected to be able to have a good understanding and knowledge about Investment. Generally, investment is so significant due to, practice has shown that the increase in investment in the development of human capital of the organization's personnel can significantly reduce the overall cost of operation of the technical system and improve its performance (Mikhailov & Miasnikov, 2020).

##### 3.1.1.2. Ijtihad Practice Seminnar at Law and Sharia Study Program

The seminar, which was held on Thursday 25 August 2022, was attended by dozens of participants from the Islamic Family Law Study Program students. At this seminar, the speakers presented material about the existence of Islamic family law in the material legal order in Muslim countries, patterns of family law formation, typology of ideas for reforming family law,

dynamics of discussion of family law in Muslim countries, and methods for determining contemporary marriage law. In basic comprehension, family law is part of the legal system that applies in Indonesia, which has developed along with social developments in society (Miqat, Bakhtiar, Salam, Tridewiyanti, & Ibrahim, 2023). Starting from age limits for prospective husbands and wives, child status, and marriage agreements to unregistered marital status, family law evolves according to the community's needs for legal certainty and elements related to family relations. Moreover, according to fiqh law, the original law of marriage is permissible, but can turn out to be Mandatory, turned into Sunnah, Haram, and could turn out to be Disapproved (Amnawaty, 2013).

### 3.1.1.3. Constitutional Law Lecturer Scientific Discussion

On Thursday, October 14 2021, the Constitutional Law Department held a Lecturer Scientific Discussion. This activity was carried out online via the Zoom Meeting platform and live YouTube. The online discussion was attended by participants students and lecturers. Unravelling the Tangled Threads of Village Head Elections in Indonesia is a theme studied by the speakers. This theme is a very interesting theme to discuss because the implementation of village head elections is generally always marked by chaotic problems. The election of village heads as a democratic agenda at the lowest level is the foundation for the growth and development of democracy in Indonesia. In an attempt to comprehend and create the conditions that support democracy, as well as work toward proving the concrete advantages that come from establishing democracy around the world, the causes and effects of democracy have long been at the forefront of scholarly research and policymaking (Landman, 2007).

### 3.1.1.4. Jimat Nusantara and Shalawat Nariyah

On Thursday, 4<sup>th</sup> September 2019, the Institute for Javanese Islamic Research (IJIR) IAIN Tulungagung for the third time held the Nusantara Manuscript and Turats (JIMAT) Koran routine. The event took place at the IJIR office and was attended by 30 or so students from various departments of IAIN Tulungagung. This meeting discussed the Shalawat Nariyah in the book *Al-haqibah* by KH. Bisri Musthafa, Rembang. The JIMAT Nusantara routine is held using the Islamic boarding school-style Bandongan method. In this method, he reads the text and its typical Javanese meaning first, then the students record the meaning in letters below the line of Arabic text. Theoretically, learning Arabic is an important thing for most universities, even described in a hadith (Sokip & Akhyak, 2019). However, learning various methods to understand arabic is also necessary.

## 3.1.2. Activities at Faculty Levels

Several activities were conducted at many facult of IAIN Tulungagung including:

### 3.1.2.1. Studium Generale Faculty of Tarbiyah and Teacher Training

Faculty of Tarbiyah and Teacher Training of IAIN Tulungagung in collaboration with the Indonesian Language Education Study Program (TBIN) held a studium generale by presenting lecturers from Adam Mickiewicz University (UAM) Poznań, Poland, Dr. Daria Zozula, M.A. at 16<sup>th</sup> November 2019. This activity aims to open insight and establish cooperation between universities, especially in the field of Indonesian language learning. This is considered important considering that Indonesia is now increasingly in demand worldwide and its position in Indonesia is being strengthened.

### 3.1.2.2. Studium Generale Workshop with Prof. Tatsuya Ueki from Hiroshima University, Japan

On Monday, March 18 2019, the Faculty of Tarbiyah and Teacher Training IAIN Tulungagung held a studium generale which is routinely held every semester. On this occasion, the Faculty of Tarbiyah and Teacher Training invited Prof. Tatsuya Ueki from Hiroshima University, Japan. This event discusses one of the soft-bodied marine animals, namely Ascidiars. This animal belongs to the phylum Chordata and lives sessilely (attached) with the body's defence mechanism. Students were very enthusiastic about taking part in this event, this was proven during the question and answer session by many students. In general, the implementation of the workshop program activities is the implementation stage of the planning design that has been made by the facilitator (Mansur, Tomoliyus, Sudarko, & Tirtawijaya, 2022). Moreover, the facilitator has implemented the components contained in the implementation of learning activities such as opening lessons, delivering materials, and closing materials.

### **3.1.2.3. Faculty of Ushuluddin, Adab, and *Da'wah* with the East Java Ministry of Religion Hold Hajj Manasik Guide Certification**

The Faculty of Ushuluddin Adab and *Da'wah* in collaboration with the East Java Regional Office of the Ministry of Religion held the Certification of Hajj Manasik Guides Class I 2021. This agenda was carried out for 10 days at the Haji Sukolilo Dormitory Surabaya. The objective of Certification for Hajj Manasik Guides for Year 1 2021 is to produce Hajj Guides who are professional, credible, and willing to dedicate themselves and devote all their potential to the success of organizing the Indonesian Hajj and Umrah.

### **3.1.2.4. Strengthening 4 Pillar of Nationality through Webinar**

On Tuesday, 26<sup>th</sup> October 2021 Faculty of Sharia and Science held a Webinar Strengthening the 4 Pillars of Nationality. The webinar presented 2 competent speakers, Drs. Agus Wahyudi, M.Si., M.A., Ph.D, Chair of the Center for Pancasila Studies, Gajah Mada University and Dr. Sunny Ummul Firdaus, M.H, Chair of the Center for Democracy and National Resilience Studies, UNS Surakarta. The webinar was guided by moderator Mr. Yusron Munawir, M.H. This was attended by 300 participants via Zoom Meeting and 924 participants via Live YouTube.

### **3.1.2.5. Studium Generale Department of Language Education**

On 25<sup>th</sup> July 2022, the Language Education department consisting of Arabic Language Education, English Language Education, and Indonesian Language Education FTIK UIN Sayyid Ali Rahmatullah held a studium generale event entitled "Strengthening the Role of Language in Efforts to Improve Communication Skills in the 21st Century" by Mr. Ahmad Saifulloh, M.Pd., P.hD. He is the director of language development at Darussalam Gontor University. In the seminar, he delivered material with the theme "Developing Communication Skills in the 21st Century". Due to having good skill in communication is so essential and crucial and language mastery is so needed. Though language is a tool for communication, it is a powerful tool for communication for any effective communicator (Priyadharshini & Hameed, 2018).

In his explanation, he talked about industry 4.0, society 5.0 and the capabilities needed in the 21st century. Firstly, the speaker told what Industry 4.0 was, according to history, if this industry developed from Industry 1.0 in 1787 which included mechanization, steam power continued in the industry. 2.0 which developed in 1870 included mass production and assembly lines. In industry 3.0 which developed in 1363 and currently industry 4.0 is developing throughout the world which is focused on the development of cyber-physical systems, internet networks.

### **3.1.3. Activities at Institute Levels**

Several activities were conducted at the institute level of IAIN Tulungagung including:

#### **3.1.3.1. Community Service**

In collaboration with several State Islamic Religious Universities (PTKIN), Sayyid Ali Rahmatullah State Islamic University Tulungagung (UIN SATU Tulungagung) held a Community Service (KKN). Approximately 2174 students participating in KKN were released on Thursday morning 21<sup>st</sup> July 2022. Chair of the Institute for Research and Community Service, Prof. Dr Ngainun Naim, in his report at the release ceremony, said that this KKN activity was carried out in collaboration with 5 other PTKINs in East Java and West Nusa Tenggara. The five PTKINs are the Kediri State Islamic Religious Institute (IAIN Kediri), the Ponorogo State Islamic Religious Institute (IAIN Ponorogo), the Kyai Haji Ahmad Shidiq Jember State Islamic University (UIN KHAS Jember), the Maulana Malik State Islamic University Ibrahim Malang (UIN Maliki Malang) and Mataram State Islamic University (UIN Mataram). This collaboration was included in the Regular KKN activities with a total of 2125 participants. One of the effectiveness of collaborations is to understand the diversity of need and the specific barriers to higher education for young people within a particular region (Tazzyman, 2023). Collaboration between universities can significantly enhance the mechanisms for engaging communities, whether through cross-referrals between institutions or the provision of identifiable contact points (Pratt, Matthews, Nairne, Hoults, & Ashenden, 2011).

Furthermore, apart from carrying out the Regular KKN, UIN SATU Tulungagung also sent several students to take part in Thematic KKN, namely 5 people at the National KKN in Palangkaraya, 2 people at the Religious Moderation Archipelago KKN in Papua, 22 people at the Ormada East Java Community KKN and 20 people East Java Disaster Community KKN.

### **3.1.3.2. Hosts East Java-Nusra TRP3TI**

UIN Sayyid Ali Rahmatullah Tulungagung was given the mandate to host the XIII Higher Education Scout Scout Meeting (TRP3TI) in East Java, West Nusa Tenggara and Samarinda in 2022. Opened on Tuesday morning 28<sup>th</sup> June 2022 by Tulungagung Regent, Maryoto Birowo, this prestigious biennial event will take place from 2<sup>nd</sup> June to 3<sup>rd</sup> July 2022. This activity was attended by a contingent consisting of Deputy Chancellor 3, male and female supervisors, as well as 16 students from each PTKIN from all PTKINs in the East Java, West Nusa Tenggara and Samarinda regions.

This activity collaborates with several agencies in Tulungagung Regency, Tulungagung MSMEs, as well as UKK & UKM within the UIN SATU Tulungagung environment. TRP3TI activities this time were packaged in the form of a joint camp, a national seminar featuring expert speakers from Kwarnas and Kwarda East Java, FGDs of PTKIN Scout Leaders throughout East Java, NTB and Samarinda; literacy, community service, life skills events, arts and cultural performances and others.

### **3.1.3.3. Deploy 2,000 Surveyors on Surveys Religious Moderation**

Efforts to strengthen religious moderation are not only carried out through training, but it can also be carried out by conducting research movements or surveys in the community. Sayyid Ali Rahmatullah Tulungagung State Islamic University (UIN) has carried out breakthrough activities on religious moderation, namely conducting a survey of the community in Tulungagung regarding religious moderation. The concept of Islamic moderation was not explicitly mentioned, but reflected in a material whose substance contained the values of Islamic moderation, such as the values of tolerance, democracy, simplicity, justice, and harmony (Siswanto, 2020).

This is one of the points concluded in the Tadarus Litapdimas activity with the theme "Reading Community Religious Affairs Based on Data" which was held on Thursday, April 21 2022. This event, which was packaged via teleconference, presented Dr. Mohammad Mahpur, M.Sc. (UIN Maulana Malik Ibrahim Malang) and Dr.Phil. Syaifudin Zuhri, M.A. as a resource person.

### **3.1.3.4. Initiated Multi-Sector Collaboration with the Indonesian Embassy in KSA Riyadh**

The International Office of Sayyid Ali Rahmatullah Tulungagung State Islamic University in collaboration with the Education and Culture Attache of the Embassy of the Republic of Indonesia in Riyadh held a webinar on Monday, January 10 2022. This online seminar took the theme "Saudi Arabia-Indonesia Relations: Outlook and Opportunities for Higher Education" .

In this webinar, the Indonesian Ambassador to the Kingdom of Saudi Arabia, Dr. Abdul Aziz Ahmad, M.A. and Chancellor of UIN Sayyid Ali Rahmatullah Tulungagung, Prof. Dr. Maftukhin, M.Ag. had the opportunity to give a keynote speech. Meanwhile, the main material was delivered by the Education and Culture Attache of the Indonesian Embassy in Riyadh, Badrus Sholeh, Ph.D. and Deputy Chancellor for Student Affairs and Cooperation, Prof. Dr. Abad Badruzaman, Lc., M.Ag. The Indonesian Ambassador expressed his gratitude and welcomed the collaboration carried out by the Indonesian Embassy in Riyadh's Atdikbud and UIN Sayyid Ali Rahmatullah Tulungagung. This effort is one of the pioneers of international collaboration with the Indonesian Embassy in Riyadh's Atdikbud and Education and Universities in Saudi Arabia.

## **3.2. Discussion**

From the activities that support the development of civilization and *da'wah* Institute, there several factors that support it include media and information technology, literacy development, improving the quality of students through organizations, and foreign language experts.

### 3.2.1. Media and Information Technology

Islamic institutes such as IAIN Tulungagung have and are currently utilizing online technology media to support *da'wah* activities. Especially in broadcasting information to the public. This is done to make it easier to achieve the realization of Islamic Higher Education based on *da'wah* and civilization. In this globalization era, the development of technology is very fast, especially in information and communication technology which has provided many benefits and conveniences for humans (Safitri et.al, (2024). Related to this, in the context of education, knowledge and technology are always developing very rapidly in all parts of the world. So, the role of media and technology is very important as a means of humanizing society both on campus and outside campus. Moreover, the very rapid development of technology cannot be separated from the human need for that technology. Smartphones are a form of technology that continues to develop rapidly (Nabela & Rianto, 2020).

One of the media referred to here is the Internet. Many people or society admit that Internet media has many advantages compared to other media. In fact, many of its uses have been used optimally in preaching by preachers. According to Arif in a jointly written book entitled "IAIN Tulungagung Builds a *Da'wah* and Civilization Campus" Science and Technology in its development can provide positive aspects to campuses to build a *Da'wah* and civilization campus. Thus, an information society is born into an environment where the majority of its members have access to ICT technologies and information technologies are commonly used for both training and professional development and personal activities on solving economic and social problems (Radu, Radu, & Croitoru, 2011).

### 3.2.2. Literacy Development

Literacy means the work of knowledge gained through reading and studying. Literacy is a person's ability to process and understand information during the reading and writing process (Fahrozi, 2021). Hence, becoming a literary writer is not easy, especially at society's reading level Indonesia is still lacking. For example, of the two million population in North Sumatra, only 1% of the population has an interest in reading in libraries, archives and documentation, in fact, according to a UNESCO survey, Indonesian people's interest in reading is classified as the lowest in ASEAN. This is proven from the 39 countries surveyed regarding reading interest levels, Indonesia ranks 38th. This occurs because the quality of education is lacking, namely that there are still 155 thousand elementary schools that do not have adequate reading material facilities. Another reason, literacy becomes so challenging due to it does not only have writing design but many varieties. Design literacy in question is not only about writing, but literature or reference images, works, designs, layouts, and so on (Musyaffa, 2021). In this digital era, society must conduct digital literacy because information also come from the digital news and social media. It means, improving the ability of digital literacy is very important (Husna et.al., 2023).

*Da'wah* through literacy in higher education plays a very important role in the academic development of students. Even if you look at it from a young age, you may not be interested in reading. However, Aziz, in a jointly written book entitled "IAIN Tulungagung Building a *Da'wah* and Civilization Campus" believes that in this case, to create a *da'wah* campus, literacy can be realized in each student. This aims to develop one's potential and knowledge through reading and writing. In this way, a generation will be born with standards in line with the targets of the *da'wah* campus.

Literacy, when viewed from a long-term perspective, has a very significant role in realizing a campus with a degree of *da'wah* and civilization. Aziz added that literacy has an important role in building civilization where reading and writing are the main foundations. Literacy has come to be seen as important aspect in nation development since being functionally literate is fundamental to all forms of both successes in school and in life (Fahrozi, 2021). Even from reading, at least we can learn local wisdom able to shape a person's attitudes and behavior and the wider community. To achieve the success of a literacy culture, it must be supported by all elements, namely teachers, parents, and the government in order to facilitate the formation of good character (Fauziyah & Fitriyani, 2023).

### 3.2.3. Improving the Quality of Students through Organizations

Organizations on and outside campus have their own goals and targets in developing the abilities of their members. Apart from being an academic, a student is also given the opportunity to develop his soft skills by becoming a campus activist,

particularly in case of leadership. The leadership dynamics that occur are significant in developing a learning organization (Salabi, Muadin, & Prasetyo, 2023). As the case on most Islamic campuses, there are definitely various organizations built for *da'wah* programs. This *da'wah* is aimed at members themselves or extends to the surrounding community through service. Because service itself is the Tri Dharma of higher education apart from Teaching and Research.

One of the *da'wah* -based universities besides IAIN Tulungagung is IAIN Purwokerto. In bil *da'wah* activities, things that IAIN Purwokerto students do include actively participating in campus and off-campus student organization activities. Internal organizations include KPUM, BEM, DEMA, SEMA, PMII, HMI, theater, nature lovers, Scout, Piqsi, and Sports. Meanwhile, off-campus organizations, such as IRMAS (Mosque Youth Association), hold seminars, etc *Da'wah* through an organization refers more to providing insight between members of one another or by bringing in preachers to provide insight and knowledge about Islam and life for members of the organization. Therefore, Fitri in a jointly written book entitled "IAIN Tulungagung Builds *Da'wah* and Civilization Campus" expressed a statement about *da'wah* and learning organizations towards the name of the *da'wah* and civilization campus.

Organizational learning takes place through the thinking of individuals who are part of the organization. What is meant by learning here is the management of skills, insight, knowledge, attitudes and values that a person acquires through experience, interviews and observation. If this learning is linked to the metamorphosis towards a *da'wah* campus, it is closely related to continuously improving oneself, not being quickly satisfied, and being proud of oneself in order to become a more mature, professional, consistent, creative, innovative, independent, comfortable, and always spreading institution Islamic preaching that is *rahmatan lil alamin*. Thus, the organization can be a pleasant place to work, socialize, and actualize themselves (Salabi et al., 2023).

#### 3.2.4. Become a Foreign Language Expert

One of the tips applied in creating a missionary and civilization campus is mastering a foreign language. As is very popular, namely being able to master English. English can be an important requirement for Indonesian students because as a fulfillment of the demands of the student discipline itself (Musyaffa, 2021). *Da'wah* in this case emphasizes the development of students' foreign language because that way at least 2 benefits can be obtained. The first is to produce students who are fluent in English and the second is that automatically, if campus residents are able to fluently master a foreign language, it will be very easy to bring the name of the campus to the international stage, especially in promoting the name of the campus for *da'wah* and civilization itself.

Currently, higher education institutions are encouraged to produce well-equipped international quality graduates with professional skills, language skills and intercultural skills. Language skills are very much needed, especially English which has so many functions and roles for students' future. Generally, students are expected to be able to master four language skills, namely: speaking, reading, writing, and listening, besides that students are also expected to master components such as English grammar such as collocation and vocabulary (Adityarini, 2023). As a global language, learning and understanding English is an unavoidable necessity because by studying it a person will open up his or her international outlook and knowledge.

### IV. CONCLUSIONS

According to the result of this study, it can be concluded that the forms of activities to support civilization and *da'wah* culture at IAIN Tulungagung can be achieved through several programs, including media and information technology, literacy development, improving the quality of students through organizations, and becoming foreign language experts. Specifically, at the department, faculty, and institution levels, some activities were conducted such as introducing the subtleties of Islamic civilization, providing seminars and training on *da'wah*, broadcasting and digitalization, improving literacy at campus institutions, and Developing partnerships, and conducting research and community service.

This study has limitations on time in conducting a study, the focus of the study, and the samples. Related to it, future researchers are suggested to conduct a new study with others on civilization and *da'wah* with the other focus, a larger sample, and a



more varied case. Hence, more comprehensive outcomes can serve as a solid foundation to develop civilization and *da'wah* at the institutions, universities, and society.

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