

Perundingan Asas Penyebaran Dakwah Islam: Analisis Kerangka Ke atas Perjanjian Zaman Rasulullah (s.a.w)

Negotiation as a Foundation in Islamic Da'wah: Framework Analysis on the Memorandums held in the Era of Rasullullah (pbuh)

Norhayati Rafida A.R. (Pengarang Penghubung)
Fakulti Kepimpinan Dan Pengurusan, Universiti Sains Islam Malaysia, 71800 Nilai,
Negeri Sembilan, Malaysia
Tel: +6019-6675939 E-mel: norhayatirafida@gmail.com

Nurul Husna N. H.
Fakulti Pengajian Quran dan Sunnah, Universiti Sains Islam Malaysia, 71800 Nilai,
Negeri Sembilan, Malaysia
Tel: +6012-9453035 E-mel: g_sleepyhead@yahoo.com

Safiyah A.S.
Fakulti Kepimpinan Dan Pengurusan, Universiti Sains Islam Malaysia, 71800 Nilai,
Negeri Sembilan, Malaysia
Tel: +6017-3922389 E-mel: safiyah@usim.edu

Abstrak

Perundingan adalah teknik perdamaian antara individu mahupun kumpulan manakala Islam pula melihat ia sebagai proses pembuatan keputusan dan sesi hujjah antara individu dalam menyelesaikan konflik. Ia menyemarakkan hubungan, mengeratkan silaturrahim, menyemai kemesraan, memupuk kerjasama dan memudahkan urusan penyelesaian konflik. Tujuan utama kajian adalah untuk mengenalpasti kerangka perundingan di dalam perjanjian dan asas teknik perundingan yang digunakan oleh baginda Rasulullah (s.a.w) Kajian ini menggunakan pendekatan kualitatif dan kuantitatif menggunakan analisa kerangka dengan mengenalpasti dan menyusun enam jenis kerangka dan tujuh teknik perundingan yang digunakan di dalam lima perjanjian yang dijalankan pada zaman Rasulullah (s.a.w). Berdasarkan dapatan kajian ini, perundingan perjanjian pada zaman Rasulullah (s.a.w) mengutamakan kerangka menindas kekejaman, mencegah kemungkaran dan jenayah sesama penduduk disebabkan beberapa faktor. Disebabkan itu, kajian perbandingan dengan perjanjian pada zaman empat khalifah seperti Abu Bakr, Uthman, Umar dan Ali, diharap dapat melihat lebih mendalam sama ada asas teknik perundingan yang sama telah diteruskan oleh para sahabat. Justeru jelas, kaedah perundingan boleh digunakan dalam menjalankan dakwah yang diyakini berjaya dalam penyebaran Islam di seluruh dunia.

Katakunci: Perundingan Islam; Perundingan; Da'wah; Analisa kerangka

Abstract

Negotiation has been used as a technique in solving either individual or group conflicts. Islam views negotiation as a decision making process which includes debates among individuals in solving conflicts. In the era of prophet Rasulullah (pbuh), the ways in which the negotiation took place are certain yet the framing of the negotiaton is still unclear. This study attempts to identify the type of negotiation frames and the techniques of negotiation used in five memorandums that

were held by Rasulullah (pbuh) This study employs both qualitative approach and quantitative which uses a framing analysis that organizes and categorizes the negotiation into six types of frames and seven techniques of negotiation. The result indicates that the priority of the negotiation is highly given to the element of preventing crimes and social illness among the societies. It is suggested that a further study of comparison may be beneficial with the inclusion of the negotiation that took place during the four caliphs namely Abu Bakr, Uthman, Umar and Ali. It is hoped that the inclusion allows better understanding whether or not similar techniques of negotiation had been continuously used by the four caliphs in da'wah and thus makes the da'wah around the world a success.

Keywords: Islamic negotiation; Negotiation; Da'wah; Framing analysis

Rujukan

Al-Quran

Abd. Aziz, M.Z. (2001). Metodologi Dakwah. Universiti Malaya, Kuala Lumpur, Malaysia.

Abdul Latip, T. (2012). Perjanjian Hudaibiyah. MY PTS Litera Sdn. Bhd, Selangor, Malaysia.

Abul Fida', Imaduddin Ismail bin Umar bin Katsir al-Qurasyi al-Bushrawi ad-Dimasyq. (2004). Tafsir Ibnu Katsir, diterjemahkan oleh M. Abdul Ghaffar E.M, Abdurrahim Mu'thi, Abu Ihan Al-Atsari. Pustaka Imam As-Syafii, Bogor, Jakarta, Indonesia.

Abu-Nimer, M (2009). Conflict Resolution in an Islamic Context: Some Conceptual Questions, Peace and Change: A Journal of Peace Research, Volume 21 (1): 22 – 40.

Al-Buty, S.R. (2009). Fiqh Sirah, Dar Al-Fikr, Damascus, Syria.

Al-Salabi, M.A. (2008). Biografi Rasulullah (s.a.w): Paparan dan Analisis Peristiwa-Peristiwa. By Berlian Publications, Selangor. Malaysia.

Al-Qurtubi, A.A. (2009). Tafsir Imam Qurtubi, al-Jami li Ahkam al-Quran. Ar-Resalah, Beirut, Lebanon.

Al-Zuhaili, W. (2003). Negotiation in Islam. The Process of International Negotiation Project Network Newsletter (PIN Points), 21: 1-4.

Avruch, Kevin. (1998). Culture and Conflict Resolution. Institutes of Peace, Washington, DC, USA.

Cohen, S. P. (1994). Focusing On Interests Rather Than Positions Conflict Resolution Key. Dipetik dari http://www.negotiationskills.com/stevencohen_negotiation3.htm.

DeVito, J. A. (2009). The Interpersonal Communication Book. Pearson Education, New York.

Entman, R.M. (1993). Framing: Toward Clarification of a Fractured Paradigm. Communication, 43 (4): 51-58.

Fisher, B.A. & Adams, K.L. (1994). *Interpersonal Communication: Pragmatics of Human Relationships*. 2nd ed McGraw-Hill, Inc. USA.

Fisher, R., Ury, William L. & Patton, B (1999). *Getting to Yes: Negotiating an Agreement without Giving In*. 2nd ed. Random House Business, United Kingdom.

Fisher, R. & Scott, B. (1989). *Getting Together: Building Relationships as We Negotiate*. Penguin, New York, USA.

Goffman, E. (1974). *Frame Analysis: An Essay on the Organization of Experience*. Northeastern University Press, Boston, MA, USA.

Ibn Khallikan'. (2010). *Ibn Khallikan' Biographical Dictionary: Volume III*. Cosimo Inc, NY, USA.

Iqbal, A. (1984). *The Prophet's Diplomacy: The Art of Negotiation as Conceived and Developed by The Prophet of Islam*. Delhi: Idarah-I Adabiyat-I Delhi, India.

Jahid Sidek. (1991). *Strategi Menjawab Sejarah Islam*. Nurin Enterprise, Kuala Lumpur.

Johnson, R. A. (1993). *Negotiation Basics: Concepts, Skills, and Exercises*. Newbury Park: Sage Publications Inc.

Kuypers, J. A. (2010). *Framing Analysis from a Rhetorical Perspective dalam D'Angelo, Paul & Kuypers, Jim A. (Penyunting). Doing News Framing Analysis: Empirical and Theoretical Perspectives*. New York: Routledge. ms-ms: 286-311.

McCarthy, W. (1991). *The Role of Power and Principle in Getting to Yes*. Dalam Breslin, J. William and Rubin, Jeffery Z. (1991). *Negotiation Theory and Practice*. Cambridge: The Program on Negotiation at Harvard Law School. 115-122.

Mohd Yusof, Hussein. (1986). *Islamization of Communication Theory*. Media Asia, Volume 13 (1): 32 - 36.

Norhayati Rafida, A. R. (2002). *Penyalahgunaan Kuasa dan Kesannya ke atas Proses Perundingan Secara Berkesan*. Dalam Prosiding Seminar Kebangsaan Pengurusan dan Pembangunan Sumber Manusia. Keindahan Pengurusan dan Pembangunan Sumber Manusia Pemangkin Pembangunan Negara, Universiti Teknologi Malaysia, Skudai. ms-ms:233-241.

Norhayati Rafida, A.R. & Shazleen, M. (2004a). *Introduction to Human Communication*. Kuala Lumpur, Malaysia: McGraw Hill Inc.

Norhayati Rafida, A.R. (2004b). *Aplikasi Etika Komunikasi Dalam Proses Perundingan Ke Arah Penyelesaian Konflik Menurut Perspektif Islam*. Dalam: Ali Yakub Matondang, Mohamed Asin Dollah, Muhammad Yusuf Khalid & Sapora Sipon. (Penyunting). *Asas Kecemerlangan Ummah*. Kuala Lumpur: Universiti Sains Islam Malaysia. ms-ms:103 - 114.

Patton, B. (2005). Negotiation. Dalam: Michael L. Moffitt and Robert C. Bordone. (Penyunting). The Handbook of Dispute Resolution. San Francisco, CA, USA: Jossey-Bass. ms-ms: 279 - 303.

Scheufele, D.A. (2002). Examining Differential Gains from Mass Media and Their Implications for Participatory Behaviour. Communication Research, Volume 29 (2): 46-65. February 2002.

Simon, A., & Xenos, M. (2000). Media Framing And Effective Public Deliberation. Political Communication, Volume 17 (4):363 - 376.

Stone, D., Patton, B. M., Heen, S., Fisher, R. (1999). Difficult Conversations: How to Discuss What Matters Most. Viking Penguin, New York, USA.

Ury, William L. (1993). Getting Past No: Negotiating Your Way from Confrontation to Cooperation. Bantam Books, New York, USA.

Valkenburg, P. M., Semetko, H. A. & De Vreese, C. H. (1999). The Effects of News Frames on Readers' Thoughts and Recall. Communication Research, Volume 26 (5): 550- 569.

Wen, L, (2006). News Framing: A Case Study on China-US Standoff. Dipetik dari <http://www.unc.edu/~wen/papers/newsframing.htm>. Dipetik pada 6 Jun 2006.