



UIN SUNAN AMPEL
S U R A B A Y A

**Message of Da'wah Behind Educational
Development Services Bureau of Sarawak Islamic
Council Logo in Sarawak Malaysia**

Undergraduate Thesis

Submitted in Partial Fulfilment of the Requirements for the
Bachelor Degree To Faculty of Da'wah and Communication
State Islamic University Sunan Ampel Surabaya

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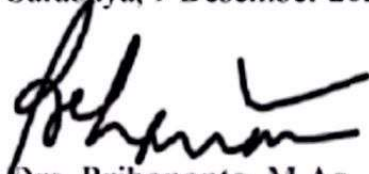
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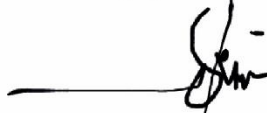
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ABSTRAK

Safrizaman Bin Mohammad, B41217058 , 2023 , Message Of Dakwah Behind Educational Development Services Bureau Of Sarawak Islamic Council Logo in Sarawak Malaysia.

Penelitian ini berfokus kepada: Untuk mengetahui pesan dakwah disebalik logo milik Biro Perkhidmatan Pendidikan Majlis Islam Sarawak di Sarawak Malaysia .

Dengan mengaplikasikan metode penelitian kualitatif deskriptif, dengan teknik pengumpulan data menggunakan observasi juga analisis semiotik makna dengan aplikasi model Charles Sanders Peirce yang ada pada logo Biro Perkhidmatan Pendidikan Majlis Islam Sarawak . Secara ringkasnya, logo Biro Perkhidmatan Pendidikan Majlis Islam Sarawak membawa pesan – pesan dakwah yang berikut : 1. Pemilihan jenis representasi logo yang menggunakan konsep kaligrafi arab yang bernuansa Islam . 2. Identitas yang jelas melalui kalimat “Biro Perkhidmatan Pendidikan” yang mendominasi logo . 3. Pemilihan warna yang teras dalam mendepani aspirasi organisasi tersebut . 4. Kaligrafi arab yang membawa kepada perkataan “ ilm ” yang membawa maksud pengetahuan memberi aspirasi kepentingan ilmu dan pengetahuan dalam Islam .

Setelah menjalankan penelitian ini , adalah disaran dan dicadangkan agar peneliti seterusnya dapat mengembangkan dengan lebih meluas secara deskriptif pada logo Biro Perkhidmatan Pendidikan Majlis Islam Sarawak di Sarawak Malaysia .

Kata Kunci: Pesan Dakwah, Logo, Metode Penelitian Kualitatif Deskriptif.

ABSTRACT

Safrizaman Bin Mohammad, B41217058 , 2023 , Message Of Da'wah Behind Educational Development Services Bureau Of Sarawak Islamic Council Logo in Sarawak Malaysia.

This research focuses on: To find out the message behind the logo of the Education Services Bureau of the Islamic Council of Sarawak in Sarawak Malaysia.

By applying descriptive qualitative research methods, with data collection techniques using observations also apply the Charles Sanders Peirce semiotics analysis on the logo of the Bureau of Education Services of the Islamic Council of Sarawak. In short, the logo of the Education Services Bureau of the Islamic Council of Sarawak carries the following message of praise: 1. Selection of the type of logo representation that uses the Islamic-nuanced Arabic calligraphy concept. 2. Clear identity through the sentence "Bureau of Education Services" that dominates the logo. 3. The choice of colours is at the heart of the organization's aspirations. 4. The Arabic calligraphy that leads to the word "ilm" which means knowledge gives the aspiration to the importance of knowledge and knowledge in Islam.

After conducting this research, it is suggested and suggested that future researchers can extend more extensively descriptively on the logo of the Bureau of Education Services of the Islamic Council of Sarawak in Sarawak Malaysia.

Keywords: Message Of Da'wah, Logo, Descriptive Qualitative Research Method.

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