



FOREWORD BY THE CHIEF OF ICON-DAC COMMITTEE

The International Conference on Da'wa and Communication (ICON DAC) 2019 organized by the Da'wa and Communication Faculty of UIN Sunan Ampel Surabaya was an attempt to refresh and to review on da'wa and communication as a concept and as a process. The review is intended as a response to the world of da'wa and communication in dealing with developments and social changes that occur in society. Social change that accrue in society today meet its momentum supported by the rapid development of the information technology. The rapid flow of information seems to have weakened the spaces for social control. In addition, the rapid flooding of the social media has an effect as a means of disseminating information very effectively and quickly. Many information that are not in accordance with the facts, invalid news and hoaxes data become spread easily and fast. It can be imagined how big of negative impacts and dangers, if the hoax involves many aspects of ideology, beliefs and religiosity. From this context, da'wa and communication face hard challenge of being able to deal with it while providing solutions. On the other hand, da'wa and communication that must be fulfilled with good values as like peace, tolerance, pious, and also enlighten has become a challenge today. This is based on the reality that some groups of da'wa activists present da'wa and Islamic communication far from good practical values. The models of da'wa that emerge from these activists are frightening, pejorative, and an arena of blaming the other groups who disagree, even claiming the truth that only exist in their group. So, the theme carried out in this international conference is Da'wa and Civilized Communication; Pious, Peaceful and Enlightening.

Besides, the International conference on da'wa and communication 2019 was held as an effort to encourage and build an academic culture and practice of da'wa and communication that are responsive to developments for social transformation. The spirit that fostered was to present, discuss, criticize and also reconstruct ideas, thoughts and experiences that support in da'wa and communication and also in its various aspects. The presence of the best ideas, thoughts and contextual communication are seen as a necessity. It is based on a demand that da'wa and communication must be able to interact, dialogue, discuss and even debate with social reality in response to social, economic, cultural, political, security, and various contemporary issues that occur in society. Social reality runs very dynamic and changes occur so quickly and massively and has an effect on all aspects of people's lives, both positively and negatively. So, various kinds of problems, challenges, threats and disturbances arise in social life as a result of that social change. The massive spread of information, understanding, knowledge, data that cannot be accounted for is the truth being a small sample of the consequences of developments of information technology recently. However, on the other hand, the potential, opportunities, hopes, positive optimism for good social change in various ways emerged as another impact.

Therefore, this international conference was held as a forum for dialogue, discussion, and sharing of various information, knowledge, experience and data about da'wa and communication. Furthermore, it is hoped that a review, reformulation and even reconstruction of concepts, theories, techniques, methods, strategies, and also the implementation of da'wa and communication activities are responsive to the social problems that are happening. Thus, da'wa and communication do not lose their vital importance as an effective tool for social control and social transformation. In addition, this international conference is expected to be a place of

silaturrahim, build joint commitment, and strengthen cooperation in development of da'wa and communication better, both academically and practically. So, this international conference involves various academic institutions such as universities that are engaged in the development of the science of da'wa and communication, as well as Islamic social institutions that have been practically involved in the world of da'wa and communication, also practitioners of da'wa and communication. Solidity that is built through these efforts will be able to add and enlarge the power of da'wa and communication in the future. So, the process of social control and social transformation will be carried out maximally and better.

This international conference can be held well and successfully with support of various parties, partners and sponsors. So, our thanks go to those who have contributed to ICON DAC 2019, namely are leaders of UINSA, leaders of the FDK and the entire committee and the academic community of FDK UINSA, the East Java provincial government, especially the Governor of East Java province Khofifah Indar Parawansa, Bank Banten, Bank BTN, Bank Jatim Syariah, FDK UINSA Alumni Association and various parties which cannot be mentioned one by one. Thank you for all the support. May it be a good deed for all and hopefully bring benefits and blessings for the development of da'wa and communication better, theoretically and practically. Also, we convey our apologies for all the deficiencies. Hopefully, similar international conferences will be held in the future with better and more optimal, in quantity and quality. Amin ...

Surabaya, September 27, 2019

The Chief of ICON-DAC Committee,

Dr. Moh. Ansori, M.Fil.I