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Neuro-Linguistic Programming Approach in the Preaching of Ustadz Rino Zeldeni

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A R T I C L E I N F O

A B S T R A C T

This research aims to examine more deeply how Ustadz Rino Zeldeni applies the basic concepts and techniques of Neuro-Linguistic Programming (NLP) in his preaching communication. The contribution of this research is to provide a new perspective on how the NLP approach can be applied in the context of Islam. In this study, Ustadz Rino Zeldeni can be used as an example of a da'i (Islamic preacher) who applies the NLP approach. The main concept of NLP is an approach used to improve communication, influence the thoughts and behaviors of the audience (mad'u), and his preaching concept refers to efforts to spread the teachings of Islam. This is a qualitative research method with a phenomenological approach. The results and implications of this study can provide guidance for D'ai with an approach through the 4 Pillars of NLP in improving preaching techniques such as helping the process of Islamic preaching communication, Ustadz Rino Zeldeni's Building Rapport, Nested Loops, Metaphors, and Chunking, which can provide input for the development of more innovative preaching in delivering the message of Islam in the future.

INTRODUCTION

Communication and preaching theoretically have their own advantages. Someone who communicates with other people means someone follows, participates or acts as "desired" or expected, through the message conveyed. Communication is also used to reach people similar to communicators by demonstrating how to solve problems, such as ideas or attitudes (Andrian, 2020). Communication skills with the process of learning religion are two things that cannot be separated (Najwa Nurfajriah et al., 2023). Da'wah communication has various approaches, one of which is the Neuro Linguistic Programming approach which is still rarely researched.

NLP is a psychological method that examines the relationship between language, behaviour, and human thought patterns. NLP can help individuals to understand ways of communicating and interacting with others (Yuliawan, 2014). NLP is a subfield of NeuroLinguistic Programming (NLP). Neurolinguistic is a branch of Linguistics that overlaps with macrolinguistics. It is the second branch of Linguistics, after Neurology and Linguistics. The object of study in Neurology is the anatomy of the human brain (brain nervous system). The object of linguistic study is language (Amin, 2016). In the context of preaching, NLP techniques can help Da'i to communicate more interestingly and persuasively in conveying religious messages to the public (mad'u). The phenomenon of preaching using the NLP approach can be explained as a preaching effort using NLP techniques to improve the quality of da'wah messages delivered to the audience (mad'u).

Previous research discussing the topic of preaching communication was mostly carried out by previous researchers. For example, such as preaching communication research in a sociology of communication review (Andrian, 2020), preaching communication through social media (Rohman, 2019), and cultural preaching communication in the millennial era (Irawan & Suriadi, 2019). However, preaching communication with the Neurolinguistic Programming approach is still relatively rare, so this research can be one of the studies that can fill the knowledge gap in this field. In addition, this research can also provide a new understanding of how NLP can be applied in the context of Islam and da'wah. Thus, this research can be considered as an innovative and useful research for the development of da'wah in the future.

The urgency of this research offers a new approach in preaching, namely Neuro Linguistic Programming (NLP) which is a method that is quite popular in the field of psychology, especially in terms of personal development and communication. In this study, the NLP approach was used in the context of preaching by Ustadz Rino Zeldeni. Therefore, this research can provide a new alternative in the practice of da'wah that can be adopted by preachers or ustadz and Muslims in general.

Research on the Neuro Linguistic Programming approach in Ustadz Rino Zeldeni's preaching is a study that examines how Ustadz Rino Zeldeni, an Islamic preacher or preacher, uses the Neuro Linguistic Programming (NLP) technique in his preaching. Ustadz Rino Zeldeni is an Islamic preacher who has given many lectures at various events and mass media (Dicky, n.d.). So far,

Ustadz Rino Zeldeni is known to have a way of da'wah communication that is fun and can attract the attention of his audience (mad'u). Therefore, this study aims to examine more deeply how Ustadz Rino Zeldeni applies the basic concepts of NLP as well as NLP techniques and in his preaching communication. Data were analyzed descriptively by reducing and grouping information from informants and then presented according to the Neuro Linguistic Programming approach applied in Ustadz Rino Zeldeni's preaching. After the data is presented, it is then analyzed with a phenomenological perspective and NLP theory then conclusions are drawn (Eriyanto, 2014).

This research is expected to contribute to the development of preaching in Indonesia. By understanding innovative ways of communication, lecturers can more easily convey religious messages to the public in a more persuasive and interesting way. In addition, this research can also contribute to the development of NLP methods in the context of preaching and can make new contributions to the literature on the use of NLP in preaching.

THEORETICAL REVIEW

Neuro Linguistic Programming is interpreted simply by describing the series of words that make it up. Neuro refers to the mind and how a person organizes his mentality. Linguistic means language, both verbal and nonverbal, and the way a person uses it in life. Whereas Programming is a person's ability to cope with the current situation and manage automatic patterns, or programs that occur in the neurological system or language system (Bavister & Vickers, 2004).

The human representation system in NLP assumes that humans have complex and different internal representation systems, namely visual, auditory, kinaesthetic, olfactory, and gustatory. This human representation system can be used to identify the audience's internal representation preferences in the context of preaching. Each individual has a unique method of interpreting what they perceive with their senses. Before being interpreted and translated into behavior, attitudes, and words (responses), the incoming input (stimulus) will first be processed through various existing filters. (Baskoro, 2018).

The human representation system in Neuro Linguistic Programming (NLP) is an approach that refers to how humans represent experience and information in the mind, and how this information is used to influence human behaviour and emotions. Representation in NLP considers three main ways for humans to represent experiences and information, namely visual representations, namely human representations that represent information and their experiences in the form of images or visuals in their minds. Visual representations are often represented by words such as "I see," "image," or "as," and can be accessed through techniques such as visualization and imagination. Auditory representation, that is, human representation represents information and their experiences in the form of sounds and voices in their minds. Auditory representations are often represented by words such as "I hear," "speak," or "sound," and can be accessed through techniques such as listening to music or

audio recordings. Kinaesthetic representations are human representations representing information and their experiences through physical sensations or feelings in their bodies. Kinaesthetic representations are often represented by words such as "I feel," "feeling," or "vibe," and can be accessed through techniques such as meditation or body movement. In NLP, strong representation in one of three ways can be used to influence and change human behaviour and emotions through techniques such as anchoring or reframing. Proper representation can also help a person in communicating and understanding with others (Wikanengsih, 2012).

There are 4 pillars that can be learned from NLP. Each pillar of NLP is based on four pillars, which serve the same function as the foundation of a building, like a house. As a result, NLP does not use any new technology. Therefore, these pillars are the main requirements for achieving self-change according to one's goals. (Sailendra, 2017). These special pillars are: 1) Outcome (or special skills to be used). Outcomes are goals or results. It is interpreted by NLP as a desired state that is not only observable but also refers to a feeling of satisfaction that can be observed in the context or situation used. When using NLP, it is important to use specialized knowledge as it can lead to the development of techniques and concepts relevant to the problem at hand. 2) Rapport (building closeness) can be achieved through the use of special techniques and techniques that have been used. In addition, rapport can be developed as a result of familiarity. Building the right match is what can make our interlocutor or questioner more comfortable so that the interlocutor's openness between us goes well as expected. As a result, when the Da'i is able to establish good relations with his interlocutor, the other party gets the impression that he is free to speak, meaning that the people we communicate with will focus on the issues that exist in the situation until we tell them about it. There are three techniques for building rapport: pacing-leading, matching, and mirroring. When NLP pacing is used, it can be done by directing or diverting one's attention to certain psychological models. In addition, feedback on verbal and nonverbal communication, familiar feelings can be used to calm. As a result, feedback can be given in the form of a nod, a look in the other person's eyes, a smile when you stop talking, a comment, a question, or an affirmation. Subsequent efforts to invite the interlocutor in the planned direction are referred to as leading. (Amin, 2016). Matching and mirroring can be interpreted as a process of understanding other people by equating the process of thinking, speaking, and acting.

METHODOLOGY

The type of research used is qualitative research using a phenomenological approach. According to Creswell (2016) qualitative research is research that explores and understands the meaning of a number of individuals or groups of people originating from social problems. The focus of this research is the Neuro Linguistic Programming approach in Ustadz Rino Zaldeni's preaching. This phenomenological approach has the goal of

describing the meaning of the life experiences experienced by several individuals, regarding certain concepts or phenomena by exploring the structure of human consciousness (Kuswarno, 2009). So here the researcher wants to know how the Neuro Linguistic Programming approach is applied in Ustadz Rino Zaldeni's preaching to his congregation. This method obtains in-depth data using document analysis, interviews, and observation. The primary data source for this research is Ustadz Rino Zaldeni, a preaching practitioner who applies the Neuro Linguistic Programming approach in his preaching.

Data were analyzed descriptively by reducing and grouping information from informants and then presented according to the Neuro Linguistic Programming approach applied in Ustadz Rino Zeldeni's preaching. After the data is presented, it is then analyzed with a phenomenological perspective and NLP theory and then conclusions are drawn.

RESULTS

a. Basic Concepts of the Neuro Linguistic Programming Approach in Ustadz Rino Zeldeni's Preaching

Rino Zeldeni is a preacher among students, university students and the general public. Ustadz Rino Zeldeni has been an NLP practitioner since 2018. He uses the basic concept of the NLP for Transformation approach which contains setting up preaching targets, knowing yourself, and maximizing processes with Neuro (mindset, thoughts) and Linguistic (language used). The transformation process here describes changing the individual from the current condition to the expected condition. This transformation process will be easier when it involves the words Neuro (mindset, thoughts) and Linguistic (language used both verbal and nonverbal). Neuro and Linguistic influence each other. When a person's mind-set is positive, the language spoken is also positive and vice versa. Therefore the concept of NLP is used to facilitate the transformation process itself or the migration process. As a Da'i, there are 3 questions that must be answered when preaching (Dicky, n.d.). This question starts with the word "Why". Why should the audience (mad'u) listen to this da'wah. "What" what is needed by the audience (mad'u) related to the preaching message conveyed by the Da'i. Then the last one is "How", how the Da'i conveys the message to the audience (mad'u) (Sinek, 2015). Ustadz Rino Zeldeni applies the NLP approach in his da'wah communication using the 4 Pillars of NLP namely Outcome (result of an action), Building Rapport (building harmonious relationships), and maximizing Sensory Acuity (VAK), and Behavioural Flexibility

Outcome (result of an action), in simple terms, outcome can be interpreted as an achievement of something. Determining outcomes is the same as determining goals or results. When setting results, Da'i must set them as clearly and specifically as possible. Because, by setting a clear end result, Da'i can allocate Da'i's resources optimally to achieve the desired end result. Even though the matter of setting goals appeared long before NLP was born, NLP has a slightly different definition of goals. If the outcome, goal, or end result is generally interpreted as a result beyond what the Da'i wants to achieve in

himself, then NLP interprets the outcome in NLP not only as observable, but also includes the feeling of satisfaction generated by the Da'i's accomplishments. According to PDy (PDy, 2013), the outcome referred to here means that every change we want should be result-oriented, not to the obstacles that Da'i face during the process towards these changes. In line with that, Yuliawan (2014) also agreed that the achievement process is no less important than the result itself. preaching practitioners are on the right path towards the desired goal by recognizing the results that will occur, which are required to recognize the results of each action taken. Before we can do anything, we need to know what we want.

Sensory Acuity (sensory sensitivity). Every human being has five senses (sight, hearing, smell, taste and taste) which serve as the fundamental capital for recording external information and transferring it to the brain. Because people are better able to recognize and respond to situations, sensory sensitivity becomes an important trait for da'wah practitioners. Sensory Acuity involves our ability to use the five senses in observing other people or communication partners. Sensory Acuity is the capacity to use one's five senses to observe other people carefully without making any preconceptions or judgments about them so that they can interact with each other to the fullest. Every ideal achievement must be measured sensory or handled through one of the touch capacities that a person has (Sailendra, 2017).

Behaviour Flexibility (flexible behavior), refers to the ability to achieve goals with flexibility, not focusing on one thing but opening up various options that make achieving goals easier. As long as the time spent achieving the ideal change or final product, the Da'i or Ustadz should not be rigid. A flexible attitude is required because various pre-existing environmental conditions will present a number of unexpected obstacles on the way to change. Therefore, the individual (Da'i) needs to change his communication strategy to achieve the desired result. The likelihood of achieving the desired result increases when communication is flexible. Da'wah practitioners are also instructed to adapt to NLP. That is, a da'i is advised to use a different strategy when the strategy used is not successful. (Dicky, n.d.).

The last pillar is Rapport. Rapport in NLP is a condition in which "Unconscious Responsiveness" occurs, which is a condition for creating comfort or synchronization at the "Unconscious" level either with oneself or with others. Rapport can be interpreted as "connectedness" (connectedness) (Daniel, 2015). If the Da'i interlocutor is in an equal environment, then the communication is successful. A relationship based on intimacy is one definition of rapport. When the Da'i is able to make the da'wah partner feel comfortable, they have established a successful relationship. When Da'i wins in terms of making matches, others will be in a state of liberation. In practice, rapport is also often understood to refer to the relationship between NLP-based da'wah practitioners and their audience (mad'u). The two of them have a relationship that is more than just pleasantries; this is able to foster an atmosphere of mutual trust and mutual benefit. Rapport functions as a liaison between da'wah practitioners and their audiences who are separated by great distances. In the future, this bridge

will be able to guide da'wah practitioners and their audiences towards mutual understanding and optimal intervention strategies. There are three techniques in building rapport, namely pacing-leading, matching & mirroring.

These four pillars are the main pillars of NLP in realizing its role in archieving changes in one's condition. Of course, these four pillars cannot possibly stand alone or separately. That is, in achieving the desired change, the four pillars must be carried out as a unified whole. In making changes, of course, humans need outcomes. To achieve outcomes, the participation of other people is definitely needed. Therefore, of course, rapport and sensory acuity are needed. And of course, people who have flexibility will quickly achieve that change. Da'wah practitioners can use and apply this, as Ustadz Rino Zeldeni did.

b. Neuro Linguistic Programming Techniques in Preaching
Building Rapport

There are three techniques in building rapport, namely pacing-leading, matching & mirroring. Building Rapport is a process of building closeness (familiarity) with other people (Dicky, n.d.). The process to achieve this is called pacing, alias alignment or equating. Da'i can also do this with his congregation when carrying out Islamic da'wah. Pacing is a technique of equating the way of thinking, speaking, and acting. Leading means leading. Leading the communication in a certain direction is one of its goals. Da'i had the opportunity to communicate with his interlocutors after he achieved success. Leading is an effort to invite others in the direction that the Da'i has planned. Matching and mirroring, on the other hand, are techniques for comparing one person's thoughts and actions with those of another person. Matching is the process of observing other people and then imitating what they do, such as how they sit, move their hands, speak, or breathe, and so on. In other words, mirroring (imitating) certain aspects of other people's communication styles. Reflection carefully matches other people's ways of behaving, creating identical representations. In the end, make Da'I yourself a reflection of other individuals. (Subiyono et al., 2015). Da'i can do this starting from matching and imitating words, body positions, physiological body movements, voices, facial expressions, eye movements, head movements, and others. In short, Da'i can do it both verbally and nonverbally (Yuliawan, 2014).

The use of the verbal pacing technique is used when the Da'i knows the consistency and frequency of using the words that best describe what is going on in the minds of the audience (mad'u), namely predicates and adjectives or adverbs. Of the two, the predicate is the most dominant sign. Predicates are used in language as words to process other information that needs to be communicated. The predicate is the type of machine used, such as in a factory. Since the machine of creation is a propensity for sensation, it is clear that people gravitate towards words, for example, "feel", "understand", and so on. which is a representation of this production machine that works best. Therefore, Da'i must change the predicate he uses when talking to the next person he wants to be intimate with. The da'i can be assisted in understanding the point of view

presented and gaining a deeper understanding of the thought process the interlocutor is going through as a result. On the other hand, using predicates to build intimacy is a very elegant way compared to other methods, because the process will run naturally and unconsciously (Sailendra, 2017).

Non-verbal pacing can be used by Da'i by observing nonverbal language which can be done in 2 ways, namely by observing the direction of eye movement and body movement. A person's eye movements in NLP are referred to as eye accessing cues when a person believes that something does not happen randomly. In fact, eye movements serve as a key that facilitates certain neurological processes. The second method was to pay attention to how one's body moved. Most of the time, people with visual preferences sit or stand straight and look straight ahead. Auditory people often give the impression of thinking by moving their eyes horizontally from side to side. Characterized by hearing people breathing slowly and rhythmically in the middle of their chest. In contrast, kinesthetic people often give the impression of thinking by focusing on the lower right. They use predicates such as touch, feeling, warmth, and so on to describe sensations, movements, or actions. (Yuliawan, 2014).

Nested Loops

The use of nested loops techniques and embedded metaphors in NLP in the context of Islamic da'wah can be used as a technique to convey Islamic messages in a way that is more easily understood and felt by the audience (mad'u). This technique begins by telling a story, metaphor, or anecdote, skipping through it and pausing (leaving the audience in suspense) before starting another story. Then tell only part of the second story before moving on to the third, and so on. Nested Loops is a technique for conveying a message that is wrapped in a series of stories or information that is placed after and after the main message. The message to be conveyed can be in the form of an Embedded Command, or in the form of ideas that are intentionally embedded (Seeding). Embedded Commands can be in the form of non-verbal communication (both intonation and other body language) as well as incorporation with verbal communication patterns (Switch Referential Index) (NLP, 2023).

Meanwhile, embedded metaphors in Islamic da'wah can be used to convey Islamic messages in a way that is more easily understood by the audience. This metaphor creates a comparison, so it shows another side of the same phenomenon. This is where one gets an understanding, because sometimes understanding does come from a comparison (Yuliawan, 2014). For example, a Da'i may use the metaphor of "water flowing into the ocean" to explain the importance of good deeds in one's life. He can explain that like water that flows into the ocean, every good thing that is done will flow and collect, forming good deeds that will be accepted by Allah SWT. In the context of Islamic da'wah, nested loops and embedded metaphors can be very useful techniques to help convey Islamic messages in a way that is more easily understood and felt by the audience (mad'u). This helps people understand and apply Islamic teachings in everyday life.

One of the examples of da'wah messages conveyed by Ustadz Rino Zeldeni when applying NLP techniques in his da'wah is like this da'wah message. Even long before you ask Him, He has prepared the answer to your prayer. Syekh Ali At-Thonthowi, sometime before becoming Sheikhul Azhar, was a Judge in Syria. One day, he felt bored with his daily routine. To overcome this, he also invited some of his colleagues to refresh out of town. They rented a villa in a rural area. In short, since their arrival at the Villa, Sheikh Ali's boredom has not subsided. He also asked permission from his colleagues to take a walk to breathe fresh air through the village. While hoping his condition improves. Somewhere in the village, near sunset, the faint moaning and crying of a middle-aged woman made him try to find the source of the sound. At the end of the search, he found a woman who was praying.

He then asked, "*What are you doing? What caused you to be in this lonely place alone? Where is your family*?"
"*I am a woman who has just been kicked out of the house by my husband. None of my children are allowed to accompany me, and I don't have any clothes except what's on my body.*"
"*Why don't you report your problem to a judge or lawyer so they can help you?*"
"*How could that happen? I don't have money to pay them.*"

Subhanallah, whom was this woman talking to? Who made Sheikh Ali At Thonthowi bored, then refreshing to that village, and who made him walk towards the woman if not Him.

He who said: "*And when my servants ask you concerning me - indeed I am near. I respond to the invocation of the supplicant when he calls upon me. So let them respond to Me and believe in Me that they may be guided.*"
So what are you waiting for? Raise your hands to the sky, and ask Him who is never tired of the wishes and pleas of His servants!
It may be that the answer to your prayers has been prepared by Him for you (Dicky, n.d.).

The NLP technique is designed to put the audience (mad'u) into the alpha or theta brainwave state. When a person is relaxed, drowsy, daydreaming, or imagining, they emit a brainwave known as the alpha wave. The human brain produces endorphins and serotonin, which make people feel happy, comfortable, and calm during alpha waves. Additionally, alpha waves have the ability to enhance sensory ability, stabilize heart rate, dilate blood vessels, and improve the immune system. Theta waves, on the other hand, are waves produced when someone is in a trance, hypnotic sleep, deep meditation, or a state of solemnity. When someone's brain emits theta waves, they enter the mental realm of their brain, making thoughts given by others more readily accepted. (Saminan, 2020).

Chunking

Chunking is a technique used in the field of NLP to break down information into smaller, more manageable pieces. By chunking information, a Da'i can accomplish larger or difficult goals by dividing them into smaller, simpler tasks. This concept is essential in empowering oneself and expanding ideas as a form of creative problem-solving. There are three patterns of Chunking in NLP: Chunk Down, which makes information more specific or detailed; Chunk Up, which makes information more abstract or global; and Chunk Side, which provides alternative ideas.

In the context of human thinking, chunking is a crucial concept for expanding one's ideas and solving problems creatively. In the field of NLP, chunking is used to help individuals organize and process information in their brains. This technique can also be applied in Islamic Da'wah to help individuals understand and apply Islamic teachings more effectively. By using Chunking, Islamic concepts can be grouped into larger and more accessible categories, making it easier for individuals to understand and apply these concepts.

In addition, Chunking can also be used to structure Islamic Da'wah material and organize it into a systematic and easy-to-follow sequence for the audience. For example, in delivering a lecture, Chunking can be used to group concepts into several subtopics, making it easier for the audience to understand and follow the flow of the lecture.

The various NLP techniques described above can be tailored to the needs and goals of Islamic Da'wah. They can make it easier for Da'i to deliver their message to the audience and ensure that the material is structured and relevant to the needs of the audience. These techniques can provide input for the development of more innovative Da'wah methods in the future.

CONCLUSIONS AND RECOMMENDATIONS

The research results show that the Neuro Linguistic Programming approach in Islamic preaching carried out by Ustadz Rino Zeldeni uses 4 pillars of NLP, namely Outcome (the result of an action), Building Rapport (establishing a harmonious relationship), maximizing Sensory Acuity (VAK), and Behavioral Flexibility which has the ability to improve communication, influence the thoughts and behaviors of the audience (mad'u) during preaching. Some Neuro Linguistic Programming techniques that help the process of Islamic preaching communication by Ustadz Rino Zeldeni include Building Rapport, Nested loops, Metaphors, and Chunking, and many other techniques by adapting to the goals, situation, and conditions of preaching at that time.

The results of this study contribute to improving dakwah techniques and can provide input for the development of more innovative dakwah in the future. Based on the analysis and conclusions, the researcher recommends the following:

a. Conduct a quantitative study on the impact of Neuro Linguistic Programming approach in dakwah with a larger sample size.

b. Conduct a study on the Neuro Linguistic Programming approach in dakwah with a more diverse range of sources. This way, the Neuro Linguistic Programming approach can be maximized in Islamic dakwah.

FURTHER STUDY

This research has limitations in terms of the relatively short time frame of one month and only interviewing one main informant. Further research is recommended to conduct a longer study, with a variety of informants, more NLP techniques to be discussed, and up-to-date references to improve this study.

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