

## CHAPTER V

### CLOSING

#### A. CONCLUSION

Based on the discussion in the previous chapters, it can be concluded as follows:

1. In communication, there are eight ethic codes that accordance with Islamic teach: responsibility, freedom, independency, sincerity, truthfulness, accuracy, impartiality, fair play, and decency. in other word qaulan sadida/ قولاً سديدا means the truth speech, honest, right, no lie, and no circumvent, Qaulan Ma'rufa/ قولاً معروفاً *Ma'rufa* means kind, well, and received by values prevailing in society, Qaulan Baligha/ قولاً بليغاً means is clear, bright, and reveals exactly what he wants or can also be interpreted as saying that in terms of words correct, Qaulan Maysura/ قولاً ميسوراً means an easy word, Qaulan Layyina/ قولاً ليئناً means gently speech which touch the heart and pull to receive religious proselytizing, Qaulan Karima/ قولاً كريماً means noble word. A noble word means a word which gives respect and honor to the person who we talk to.
2. In Maryam: 3, Prophet Zakariya and God as a communicator while he can be communicant at same time. The message is Zakariya prayer. Gabriel as channel to delivery message from God. Praying as media to express his wish. The son is his happiness concept. The setting is his condition and psychological side. The feedback God granted and safe him by his son. While In Hud: 45, Prophet Noah and God as a communicator while he can be communicant at same time. The message is Noah prayer. Praying as media to express his wish. The son being safe is his happiness concept. The setting is flood. The feedback God disagree his wish and God did not granted his prayer, and then Noah happiness concept did not happen. And

in Ankabut: 28-30, Prophet Luth and God as a communicator while he can be communicant at same time. The message is Luth prayer to win against his bad people. Praying as media to express his wish. Out of town with his family and his good people is happiness concept. The setting is the situation of Sodom town and his people are worst doing homosexual and destruction by brimstone. Gabriel as channel to delivery message from God for Luth to out from his town with his family except his wife and his good people before dawn. The feedback God granted Luth prayer against Sodom people and Luth, his family except his wife and good people were safe.

3. In the study of modern communication, there are three models of communication, are: linear models (communication as action), interactional models (communication as interaction), transactional models (communication as a transaction). Linear communication model consists of source, message and receiver which occurred in a channel. While the interactional communication model as response to the previous model, emphasizes the two-way interaction. Then, two additional elements, feedback and experience field. In transactional communication model, the process of communication was cooperative; the sender and the recipient are both responsible to the effect and emergence of effective communication. Here the people build the same meaning. But, basically, the basic elements of communication are who speaks, what is discussed and who listens. Later on, they are developed into source, message, channel, and receiver (SMCR) and completed with feedback and environmental factors as additional elements.

The communication between God and human shows that God as an active communicator and human as passive. In other words, people receive the message as sign of divinity through communication codes used by God. The process of revelation is the process of delivering the message which God words (*kalam Allah*) is a message (*ar-risalah*). In other words, the process of revelation is an act of communication that is naturally made up

of speaker (Allah), Prophet Muhammad as receiver, communication codes is Arabic language, and the Holy Spirit or Gabriel as channel. The noise was from Quraisy or Arabian societies who disturb Muhammad's preaching. The feedback was Arabian society who embraces Islam and rejects Muhammad's preaching.

Al-Quran as a book can be categorized as one type of mass media. Certainly, as printed media, the book has functions more or same functions that are owned by other printed media, such as information function, education function, criticism function, social control function, aspiration of society function, surveillance the environment and entertainment function.

## **B. SUGGESTION**

This research is limited to answer. So that, the topic above is still opened to be discussed and there are many possibilities to be developed more to enrich the Islamic intellectual heritage, especially in the study of Tafsir and Hadits. The Writer hopes that this study can be followed deeper research. This research is possible become reference for modern and al-Quran communication studies.

This research is useful for everybody to know about forms of request that have mentioned in this thesis and its deriving in modern era terms. Example nowadays there many terms such, propaganda, agitation, rumor, preaching etc as the media to deliver the information or messages to others people, public and mass. Besides, in technology world to deliver the information or message by many tools such as: television, radio, film, web, blog, social network (facebook, twiter, yahoo) etc. so, from mass media there are, magazine, book, newspaper, advertising etc.