

Information Behavior Through Islamic Religious Leader's Newspaper In Fulfilling Their Needs For Information

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Abstract : This study deals with information search behavior through Islamic religious leader's newspaper in fulfilling their needs for information. It is intended to understand the behavior of Islamic religious leaders. This study is conducted by qualitative method with emphasis on interpretive and naturalistic analysis of a phenomenon under the study which is referring to social processes, meaning making, and understanding. The finding shows that there are three behavior components found. First, values (beliefs) or views found that there are various values (beliefs) or views among Islamic religious leaders about boundaries or understanding of information. This does not mean to generalize (because it cannot be generalized) that if a study of other subjects or objects is carried out the results are ensured as well, but in the context of this research the results are indeed the same. Second, attitudes showed that the importance of information through newspapers, among the importance of information through the newspaper is to know various events or events, for learning and alertness, to be processed and then used to help solve various problems in order to exist, to add insight and shape behavior in addressing life, to add insight and scientific treasures, and to find out various actual events that develop. Regarding the truth about information, clarification needs to be done in various forms, such as confirmation, re-checking (check and check), and so on. Third, motives and goals found that the motives and objectives of information searching through newspapers that is to add insight, compare knowledge and obtain useful new information.

Keywords : Behavior; newspaper; Islamic Religious Leader's; Information.

I. Introduction

Nowdays, the development of the media continues in the form of online media and social media, such as Twitter, Facebook, Line and so on. However, even though in the midst of the onslaught of the new media it did not make the newspaper collapse, but only slightly shaken. Newspapers can still survive, even though it is not known until when, if possible, hopefully for the future it has loyal customers, including among the Islamic religious leaders in Medan city. In an event in mid-January 2016 on Metro TV, which reviewed an editorial called "Senjakala Media Cetak" by G. Suhardi, one of the editor-in-chief revealed that the canopy was impressive as if the print media were on the edge waiting for extinction, even though in the reality is not so. The title of the headline is a reflection that the print media persists as long

as it presents good journalism, which is journalism full of creativity and innovation.

Medan City is the largest city on the island of Sumatra. The number of Muslims in the city of Medan reached 1. 402. 176 people (61.07% of 2. 028,300 people). This data shows that in quantity the number of Muslims is dominant in Medan City. The society is plural in terms of religion, ethnicity, and culture. From one side of the diversity of situations is a wealth that is owned and potentially positive, but can also potentially be negative when it is not supported by an awareness of leaders including Islamic religious leaders in Medan city to manage well. Bad cases that have occurred in Tolikara Papua and Aceh Singkil should not be repeated in the city of Medan. Regions with a pluralistic society, harmony, mutual respect and respect are very important to be established and built for peace together. Therefore, Islamic religious leaders must

deepen their religious knowledge and also equip themselves with added other various knowledge that can be obtained through various ways, including accessing mass media including newspapers.

So far there has not been a clear discovery of information search behavior and the use of information through newspapers in fulfilling the information needs of Islamic religious leaders in Medan. Are the factors that become supporter is a problematic situation or anomalous state of knowledge or other factors. Because of that, it is very important to be found related to that behavior. This study departs from the assumption that Muslim religious leaders in the city of Medan in their daily lives search and use information through newspapers in fulfilling their needs for information. They carried out these actions related to their existence as individuals and also their position as Muslim religious leaders. As individuals and moreover Islamic religious leaders are required to increase knowledge, broaden their horizons, and have sufficient and adequate information, not only concerning religion, but also various other aspects that develop in the community. Moreover, the life in Medan is so dynamic that is the society is plural in various matters, especially culture and religion. This condition is of course also a particular challenge among Islamic religious leaders to be able to build and create a conducive climate, thus creating a life of a society full of tolerance, mutual respect and mutual respect.

II. Literature review

2.1 Communication

Frank E. X. Dance in his book *Human Communication Theory* inventoried 126 pieces of communications definition given by various experts. Among them according to Barelson and Steiner mentioned that communication is the process of delivering information, ideas, emotions, expertise, etc. through the use of symbols such as words, pictures, numbers, and so on. Then according to Hovland, Janis and Kelley argued that communication is a process through someone (communicator) convey stimulus (usually in the form of words) with the aim of changing or forming the behavior of other people (audiences). Meanwhile, Lasswell said that communication is basically a process that explains who, says what, with what channel, to whom, and with what results (who?

Says what? In which channel? To whom? With what effect?) . Furthermore according to Gode, communication is a process that makes something from what was originally owned by someone (someone's monopoly) to be owned by two or more people. Barnlund argues that communication arises driven by needs to reduce feelings of uncertainty, act effectively, maintain or strengthen the ego. Ruesch calls communication is a process that connects one part to another in life. Weaver said that communication is the whole procedure through which one's mind can influence the thoughts of others.

The limitation or understanding of communication expressed by experts can be categorized or grouped. The definition of Barelson and Steiner emphasizes communication as a delivery process. While the method of delivery uses certain symbols. Hovland and his friends are more about forming the behavior of others who are the target of communication. While Lasswell emphasizes the elements or components is involved in the communication process. Gode emphasizes on transmission of ownership. The word transmission is more used because the meaning does not reduce ownership. Barnlund emphasizes communication on purpose. Ruesch emphasizes communication as a process of establishing relationships. While Weaver emphasizes communication as a person's activities is to influence the minds of others. Of course there are still many other restrictions with other categories as well. As Fisher made five categories of definitions he managed to find, namely:

1. Definition that focuses on delivery.
2. The definition that places communication as social control.
3. The definition that views communication as a phenomenon of stimuli-response.
4. The definition that emphasizes the element of togetherness of meaning.
5. The definition that seeing communication as a social integrator.

2.2 Information Needs of Islamic Religious Leaders

As humans, naturally have various kinds of needs. This is something normal and humane. Needs are a condition characterized by feelings of lack or desire to realize certain actions. The term needs is almost the same as desires, requests, and needs. For example what needs a

person must have, what wishes someone wants to have, what requests someone wants. Needs includes needs, wants and demands. Sometimes there are many desires in the mind of a person or group of people, but actually not all of these desires are needs that are requests and needs that must be met.

In this connection, Maslow's theory mentions human needs from the most basic needs to the highest level of needs, namely physiological needs, such as thirst and hunger. The need of security for example, feeling safe of interference or threats. The need of love and belonging. The need of self-esteem, such as a sense of prestige, success and personal respect. The need of self-actualization, such as the desire to stand alone.

Meanwhile Katz, Gurevitch and Haas, as quoted by Joseph, stated about human needs. First, cognitive needs, it is the needs to strengthen or increase information, knowledge and understanding of someone's environment. This need is based on one's desire to understand and master the environment. Besides that, this need can also give satisfaction to someone's curiosity and inquiry. Second, affective needs, it is the needs related to aesthetic reinforcement that can be fun and emotional experiences. Various print and electronic mass media are often used as a tool to pursue fun and entertainment. Third, the needs of personal integration, it is the needs that are often associated with strengthening credibility, trust, stability and individual status. These needs come from one's desire to seek self-esteem. Fourth, the needs of social integration, it is the needs associated with strengthening relationships with family, friends and others. This need is based on a person's desire to join or group with others. Fifth, the needs of fantasize (escapist needs), that is the individual's needs are linked to the need to escape, escape from tension and the desire to seek entertainment or diversion.

2.3 Search and Use Information Behavior

Humans are creatures who behave. Human behavior is as a function of the interaction between person or individual with their environment. As an illustration of the understanding of this expression, for example: a parking attendant who serves to park a car, a postman who sends letters to an address, a mechanic working in a workshop, an insurance

employee who comes to the house offers insurance services, a nurse in the hospital who cares for sick people, and also a manager at the company who makes decisions. They will all behave differently from each other, and their behavior is determined by each of the different environments. In addition, in everyday life, it can also be seen that human behavior varies. This is caused by the situation and conditions experienced by humans are indeed not the same. An easy concrete example can be seen as a comparison including the difference between rich people and poor people. Usually between them there are different behaviors. Although sometimes it is not generally accepted, but at least in certain cases the difference is apparent. Likewise, of course in various other forms of activities and professions that are carried out there are various kinds of human behavior. Between individuals one with another individual allows to behave differently because of different environments. Individual farmers, fishermen, teachers, doctors, police and soldiers have behavior that is certainly different because the environment is also different.

Humans have diverse or different behavior can be understood from the basic principles found in humans, among others, namely that humans have abilities that are not the same. Limitations of abilities possessed by someone, or in other words that people's abilities vary. A tailor can sew a torn trouser within 10 minutes, while another tailor needs 30 minutes or more for the same thing. A leader can overcome a complicated problem only takes a few minutes, but it is not the case with other leaders, he needs fasting three days and three nights, consult with parents in a sacred place, and many ways are done. This limited ability makes a person behave differently. There is a difference between these abilities which some think because it is because from birth humans are destined to have abilities that are not the same. There are others who think that it is not due to fate from birth, but because of the difference in absorbing information, education and experience.

III. Research Methods

In the context of this study are used qualitative methods by emphasizing interpretive and naturalistic analysis of a phenomenon under the study. The justification of the study with a qualitative method is based on research

problems that must be answered in reference to social processes, meaning making, and understanding.

This study is intended to understand the behavior of a person, in this case is the Islamic religious leaders. According to Louis, to understand a person's behavior a qualitative method is needed. This study can understand problematic situations and their understanding in depth. It can be done because qualitative method prioritizes processes rather than results, more contextual than specific variables, and more inventive than confirmation. Social phenomena related to this will be analyzed in natural settings, then interpreted based on the meaning given by the informant. Qualitative studies are more suitable to use when dealing with the reality of a field that is of many meanings and complex. The researcher wanted to describe the behavior of Islamic religious leaders in searching and using information through newspapers. Therefore, a study of a phenomenon needs to be done by analyzing the context surrounding it. This is suitable for a qualitative method. This method is believed to be appropriate because the aim is to find search behavior and use of research subject information.

IV. Discussion

Starting from Prof. Dr. H. Lahmuddin Lubis, M.Ed, who stated that information is an event that must be known. The trick is to open an information window that is through print media and electronic mass media, including newspapers. Prof. Dr. H. Asmuni, M.Ag stated that information is an event that has meaning. These events can be positive or negative. Therefore, information needs to be filtered. Dr. H. Maratua Simanjuntak stated that information is an event that gives understanding to the public. Information can be positive and negative. Positive information has the effect of adding insight, negative information can be misleading. Prof. Dr. H. Syafaruddin, M.Pd revealed that in general, information is knowledge that helps humans understand various objects in their environment. Academically, information is a combination of a number of a data obtained as input to solve the problem. Dr. Ahmad Zuhri, Lc, MA stated that information is an event about something that the media conveyed for change (transformation). Dr. H. Muhammad Sofyan,

Lc, MA stated that information is news about an event that was conveyed by the mass media, namely a newspaper. The information is positive and there is a negative. It depends on the person who gave the initial information. Dr. H. Arifinsyah, M. Ag, holds that information is news from newspapers. Not all information or news from newspapers must be accepted but need to be filtered, because now newspapers tend to be more business-oriented and lacking in substance. Dr. H. Azhar Sitompul, MA stated that information was news published by the media, in this case printed newspaper mass media. Information can sometimes cause ambiguity for the community. Dr. H. Zainal Arifin, Lc, MA stated that information is about a matter, event that was conveyed by mass media including newspapers. Information like a double-edged knife. One side of information can be used for good on the other hand information can be used for evil. H. Fakhrurozy Pulungan, SE argues that information is an event, can be positive and also negative. It is said to be positive if the event can be a reference. Whereas it is said to be negative if the event can be a trigger for crime to be presented vulgarly. Dr. H. Ardiansyah, MA stated that information was increasingly open. Need maturity in presenting and receiving it. Drs. H. Ulumuddin Siradj stated that information is the latest knowledge.

That is a summary description of the results or findings about various value (beliefs) or the views of twelve informants (among Islamic religious leaders) about the limits or understanding of information. It already stated that various views on boundaries or understanding of information appear to be quite varied and varied. It can be known more clearly in some direct expressions summarized that information is an event that contains meaning, can be positive and can also be negative. Positive information can add insight, negative information can be misleading. Information needs to be filtered. Information is knowledge. Information is a combination of a number of data to solve a problem. Information is for change (transformation). Information is like a double-edged knife.

Diversity and variation in expressions or opinions regarding boundaries or understanding of information as mentioned above is a matter of reason and necessity. This is caused, among other things, by the diverse backgrounds of Islamic religious leaders

themselves. For examples: tribes, personality, and so on. Indeed, in terms of the profession in general there are more similarities, that is as a lecturer, but the field of expertise involved is quite diverse, such as counseling, jurisprudence, education, Islamiyah, da'wah, Islamic thought, hadith / interpretation, and others. Even though this study is the position is the same that is as an Islamic religious leader. However, even though the expression or view varies or varies, there is basically (substance) a common thread (similarity), namely that information is an event or event about something published through mass media including newspapers.

Starting from the summary description of the results or research findings about human behavior in the search for information related to the importance of information. Prof. Dr. H. Lahmuddin Lubis, M.Pd stated that information through newspapers is very important, because people need to know about various events. Prof. Dr. H. Asmuni, M.Ag said that information through newspapers is very important for learning, awareness, and so on. Dr. H. Maratua Simanjuntak stated that information through newspapers is very important. It is supported by law No. 14 of 2008 concerning Public Information Openness (KIP). In the provisions of the Act it was stated that the importance of public information disclosure. Prof. Dr. H. Syafaruddin, M.Pd said that information through newspapers is very important. Information is a necessity of life that is needed to be processed in order to help solve problems. Dr. H. Ahmad Zuhri Lc, MA said that information through newspapers is very important to add insight, shape behavior, and respond to the lives of others. Dr. H. Muhammad Sofyan, Lc, MA said that information through newspapers is very important, because it is more important, recorded, and durable. Dr. H. Arifinsyah, M.Ag said that information through newspapers was very important. Because true information is delivered can add insight, scientific treasures, and find out various actual events develop. Dr. H. Azhar Sitompul, MA said that information through newspapers is very important, because newspapers are media that are not limited to social and cultural conditions. Besides that, information through the newspaper can be read again. Dr. H. Zainal Arifin, MA said that

accessing information through the media including important newspapers, but more importantly read the Al-Quran. Dr. H. Ardiansyah, MA stated that information is very important. H. Fakhurrozy Pulungan, SE also stated the same thing. With information we can know an event and add insight. Drs. H. Ulumuddin Siradj stated that information is very important to add insight and knowledge.

The explanation above is the various views of Islamic religious leaders about the importance of information through newspapers. These various views also look diverse and varied. But in general there is a common view, namely that information through newspapers is very important. This also applies to other mass media, both printed mass media and electronic mass media. If summarized and summarized more specifically the various and varied expressions about the importance of the information, it can be stated that is because people need to know about various events, for learning and alertness, to be processed to help solve various problems in order to exist, to add insight, shaping behavior, and addressing the lives of others, because it is recorded and can last a long time, because the information conveyed can add insight, scientific treasures, and know the various actual events that develop, because newspapers are media that are not limited by social and cultural conditions.

In this connection, a communication expert said that, "in everyday reality there are no activities carried out by humans who do not need information. Instead all activities produce information, both for organizations, individuals or organizations that carry out these activities, as well as for other parties. Information is needed for all types and forms of activities in the community".¹ This expression explains that information continues to produce every time. Information is something important, needed by many groups, including among Islamic religious leaders.

The following is a summary of the description of the results or research findings about human behavior in the search for information related to the truth of information. Prof. Dr. H. Lahmuddin Lubis, M.Pd stated that it must be sought first about the truth of the information, because if it is not true, it can cause slander. Prof. Dr. H. Asmuni, M.Ag who said that the question of the truth of information

through newspapers needs to be addressed carefully, because many contain the truth but many do not, so the character of the newspaper needs to be known. Dr. H. Maratua Simanjuntak said that information through newspapers relatively contained the truth. It is because newspapers cannot just pass on incorrect information. That information must not be defiled. Newspapers must be responsible for the information they convey. Prof. Dr. H. Syafaruddin, M.Pd who said that the truth of information through newspapers, depending on the type or level of the newspaper, that is local or national. If the national daily newspaper published by the center (Jakarta), it can be said that ninety percent of the information is guaranteed. Whereas if a national or local daily newspaper is published, then in addition to the daily newspaper, Alert and Analysis, many checks should be carried out. Dr. H. Ahmad Zuhri Lc, MA stated that the truth of information through newspapers that had a reputation was quite good, but certain newspapers had many information truths that were questionable, lacking in courtesy and ethics. Dr. H. Muhammad Sofyan, Lc, MA stated that the truth of information through newspapers is very diverse, depending on the ideology of the editor in chief. Dr. H. Arifinsyah, M.Ag, stated that some of the information could be trusted. Dr. H. Azhar Sitompul, MA said that it was not necessarily all right. H. Zainal Arifin, MA said that the truth is relatively not absolute. Dr. H. Ardiansyah, MA stated that the truth of information through newspapers needs to be strengthened with other information. H. Fahrurrozy Pulungan, SE stated that the truth of information is determined by the form of presentation. If information is presented in one direction, then the truth is only fifty percent. Information is said to be true if it is done in a two-way form. Drs. H. Ulumuddin Siradj stated that it was accurate and reliable for well-known newspapers.

Those above are the various views of Islamic religious leaders about the truth of information. In this description there are expressions that indicate the existence of views which can be said to be quite varied. For example, having to be told first about the truth of the information, it needs to be addressed with caution, depending on the type or level of the newspaper, that is local (other than harian Waspada and Analisa) or national, the truth

varies greatly depending on the ideology of the editorial leader, some can be trusted.

Such a view is certainly a matter of reason, because the Islamic religious leaders as mentioned have come from various different backgrounds. In addition, in the context of social science, of course there are views that are sometimes not the same or full of color. The hair is the same black, if the mind is not necessarily the same. It is not intentional or arranged in such a way, but it really is. In art or beauty (aesthetics) it is said that the diversity or the colorful color lays the beauty. Conversely, if there is only one color, it seems monotonous and boring.

The truth of information should be a necessity. But in reality the truth of the information is sometimes not placed properly. In other words, the truth of information is merely a game. The truth of information can be arranged in such a way. Even the truth of the information sometimes does not belong to the right person, but the truth of the information belongs to the person who pays. This situation, if proven and becomes a reality, is truly something to worry about.

If interpreted in depth the expressions of Islamic religious leaders related to the truth of the information, then the point is that clarification of information needs to be clarified in various forms, such as confirmation, re-check (check and re-check) and so forth. This needs to be done in order to avoid false and misleading information, especially information that can cause slander. It means, it is very important to maintain benefit by preventing a bad possibility, namely by clarifying.

Still related to attitude, that is about the importance of information. In terms of the importance of information, among Islamic religious leaders consider that information is important for various purposes. Among them are for learning, to increase knowledge and broaden horizons, to know various actual events that develop, and to assist in solving various problems that occur. It means that information is something important for various things, activities, or human needs. Next, related attitude is about the truth of information. In terms of information truth, Islamic religious leaders have varied views. For example, it must be sought first about the truth of the information, need to be addressed with caution, depending on the type or level of the newspaper, that is local (other than harian

Waspada and Analisa) or national, the truth varies greatly depending on the ideology of the editorial leader, some can be trusted truth information. In other words, that in the context of the truth of information through newspapers there are indications of doubts regarding it (the truth of information through newspapers). It can be said that there is a need for caution. Furthermore, related attitudes are about the motives and objectives of information searching. In terms of motives and objectives of information searching, Islamic religious leaders have the same view, namely that there is no variation and diversity. There are only a few editors that vary, but the substance or meaning is relatively the same. For example: to add insight and comparison of knowledge and to get useful new information. However, there is also an interesting phrase that mentions as a material for preaching. This is in accordance with the position of informants as Islamic religious leaders who are usually more interested in searching for information about Islamic teachings.

V. Conclusion

Information search behavior through newspapers in fulfilling the information needs of Islamic religious leaders is based on several components that underlie various forms of human behavior. Components of behavior are several factors that cause human tendencies to behave in a way that is specific to an object. Among the components of the behavior that limit this study is values (beliefs) or views, attitudes and also motives and goals. In the context of values (beliefs) or views, it found that there are various values (beliefs) or various views among Islamic religious leaders about boundaries or understanding of information. However, in substance there is a common thread (similarity) that is information is an event about something. It is can add limits or understanding of existing information. It can even make boundaries or understanding of information become increasingly rich in diversity (variation). The results of this is do not intend to generalize (because it cannot be generalized) that if a study of other subjects or objects is carried out the results are ensured as well, but in the context of this research the results are indeed the same.

Regarding the attitude about the importance of information through newspapers,

Islamic religious leaders also have diverse views. But in general the substance is the same that is information through newspapers is very important. Among the importance of information through the newspaper is to find out various events, for learning and alertness, to be processed and then used to help solve various problems, to add insight and shape behaviors in addressing life, to add insight and scientific treasures and to find out various actual events that develop.

Regarding attitudes about the truth of information there are also various views. Among them is that it must be sought first about the truth of the information, need to be addressed with caution, depending on the type or level of the newspaper, that is local (other than Harian Waspada and Analisa) or national, depending on the editorial leader's ideology, some can be trusted. If interpreted in depth the expressions of Islamic religious leaders related to the truth of this information, then the point is to obtain truth information needs to be clarified in various forms, such as confirmation, double check (check and re-check), and so forth. This needs to be done in order to avoid false and misleading information, especially information that can cause slander. That is very important to maintain benefit by preventing a bad possibility that is by clarifying.

Regarding attitudes about the motives and objectives of information searching through newspapers that is to add insight, compare knowledge and obtain useful new information. In addition, there are also interesting expressions, namely as a material for preaching. This is in accordance with the position of informants as Islamic religious leaders who are usually more interested in searching for information about Islamic teachings.

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