



ISLAMIC LAW STUDY OF PERSUASIVE COMMUNICATION AFTER THE OCCURRENCE OF POLYGAMY IN KAUMAN SOCIETY

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Abstract

Polygamy is something that many men dream of, although many women refuse to be polygamous. This problem can be solved by using persuasive communication although this is not the main factor to increase family harmony after polygamy. This study aims to analyze what efforts are made by married couples in re-improving family harmony after disputes due to polygamy, what models and principles of persuasive communication are used by husbands in persuading wives after quarrels due to polygamy. This research uses descriptive qualitative research. This research uses data collection techniques of observation, interview, and documentation. Data analysis techniques use data reduction and conclusion drawing, and data validity with triangulation. The results of the research on efforts to improve family harmony after polygamy can be done by persuading and convincing the wife, making a stamped agreement letter to divorce the second wife, asking for prayer and guidance from a kyai, and a husband arguing how his children will fare when fighting and divorcing. In the persuasive communication model, a husband uses probabilological persuasiveness, and in the principle of persuasive communication, a husband uses the principle of hope.

Keywords: *Persuasive Communication, Family Harmonization, Polygamy*

Abstrak

Poligami adalah sesuatu yang diimpikan oleh banyak pria, meskipun banyak wanita yang menolak untuk dipoligami. Perbuatan poligami ini sangat mempengaruhi perpecahan di dalam rumah tangga, Permasalahan ini bisa diselesaikan dengan menggunakan komunikasi persuasif meskipun hal ini tidak menjadi faktor utama untuk meningkatkan keluarga harmonis pasca poligami.

Penelitian ini bertujuan untuk menganalisis upaya apa saja dilakukan pasangan suami istri di dalam meningkatkan kembali keharmonisan keluarga pasca perselisihan karena poligami, model dan prinsip komunikasi persuasif apa saja yang digunakan suami di dalam membujuk istri setelah pertengkaran karena poligami. Penelitian ini menggunakan jenis penelitian kualitatif deskriptif. Penelitian ini menggunakan teknik pengumpulan data observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan reduksi data dan penarikan kesimpulan, serta validitas data dengan triangulasi. Hasil penelitian upaya meningkatkan keharmonisan keluarga pasca poligami bisa dilakukan dengan membujuk dan meyakinkan istri, membuat surat perjanjian bermaterai untuk menceraikan istri kedua, meminta do'a dan bimbingan seorang kyai, dan seorang suami berargumen bagaimana nasib anak-anaknya ketika bertengkar dan cerai. Pada model komunikasi persuasif seorang suami menggunakan persuasif probabilogical, dan pada prinsip komunikasi persuasif seorang suami menggunakan prinsip harapan.

Kata Kunci: Komunikasi Persuasif, Harmonisasi Keluarga, Poligami

INTRODUCTION

Polygamy is something that many men even desire, even though polygamy is one of the actions that can endanger and destroy harmony in the married couple's household life (Syahfitri & Fahlia, 2021: 37). So many women refuse to be polygamous for various reasons (Ardhian et al., 2015: 100). In essence, there is no prohibition or even recommendation to practice polygamy absolutely because the practice of polygamy has a more dominant negative impact even though it does not eliminate the positive value in it (Syahriza, 2018: 150). This makes polygamy an issue that needs to be considered and handled properly in life, especially for Indonesian society (Asmorohadi, 2018: 80).

Based on data from the National Commission on Violence Against Women (Komnas Perempuan) said that the number of divorce cases in Indonesia in 2022 reached 496,407 cases. This is caused by several problems such as, cases of dispute reaching 281,323, cases of weak family economics reaching 109,806, cases due to death reaching 39,043, cases of domestic violence reaching 4,929, cases of drunkenness 1,767, cases of apostasy 1,629, and polygamy cases as many as 850 divorces (Komnas Perempuan: 2022). In this context, the main topic of discussion is polygamy cases, so that the data becomes one of the reasons that it is important to explore polygam.

In order to strengthen the argument, we add data taken from the Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia (Kemenpppa), which says that polygamy committed by a husband when not in accordance with the rules will potentially harm women in terms of economic, social and cultural aspects, as well as the

resilience of the nation (Kemenpppa: 2021). This data is a reinforcement for researchers regarding the reasons for analyzing polygamy.

Furthermore, we add several reasons related to the importance or urgency of conducting research on polygamy. According to Fajarna (2021: 52) in her research, the wild polygamous acts committed by husbands against their wives can result in the destruction of harmony, happiness, and peace in the household. According to Hikmah (2012: 19) in her research, polygamy is an action taken by a wife because she is forced and there are indications of opportunities for violence against her, and polygamy ignores the rights of her wife and children. Polygamy causes disputes between husband and wife, between the husband and wife's family and even causes divorce between the couple (Fahmi, 2020: 77).

The urgency to conduct a search on polygamy is because there is a statement that polygamy can sometimes provide benefits to all family members, both wives and children, but the better benefit is to close the doors to polygamy (Darmawijaya, 2015: 37). A husband who commits polygamy can cause the household to become chaotic, and usually the husband's love is more dominant to his new wife (Rizkal, 2019: 35). Polygamy can be practiced when it has permission from the first wife and upholds justice between his wives, and understands the applicable laws regarding polygamy (Apriliah, 2017: 135; Hikmiyah, 2019: 126; Zainuri, 2019: 46).

According to Rais (2015: 96) polygamy can be practiced when there is an emergency. The emergency is worried about committing adultery and the wife cannot give offspring or is barren. Some of these references are one of the reasons that in polygamy, married couples still have the opportunity to become a harmonious family without divorce even though they had to experience previous disputes between husband and wife. In order to make this research more perfect, the researcher also adds arguments in the literature.

Based on the work of Mustari (2014) examines polygamy in reinterpretation. The work of Muthmainnah et al., (2022) examines polygamous marriage licenses. The works of Wartini (2013), Zuhrah (2017) and Masri (2019) examine polygamy based on fiqh and law, and the works of Fata & Mustofa (2013) examine the law of polygamy. Some of the literature above provides various research focuses on polygamy. Judging from the literature traced by the researchers above, there is a void on the focus of the study of efforts to improve family harmony after polygamy from the perspective of persuasive communication in Kauman Village, Boyolali Regency, which the researchers traced.

Persuasive communication technically has an important role in resolving disputes in polygamous households, this is of course because persuasive communication has important rules to soften the heart of a wife

who is a victim of polygamy. Persuasive communication is the delivery of messages using communication strategy and management, then there is a combination of previous communication planning in order to achieve the expected goals, so that people who listen can accept messages gracefully (Hendri, 2022: 69; Soemirat & Suryana, 2016: 43).

If persuasive communication is compared with communication psychology, of course, it has the same goal, namely to influence the interlocutor (Ibrahim, Halimah, et al., 2023; Mukhlisin et al., 2023; Sumaryanto & Ibrahim, 2023). Psychology can influence interlocutors by analyzing human psychological conditions (Ibrahim, Halimah, et al., 2023; Ibrahim & Riyadi, 2023; Romadhonah & Ibrahim, 2023). If the husband knows the psychological condition of his wife, of course, he must use the right way to persuade her. Therefore, persuasive communication is one of the efforts that can be made to conquer the wife's heart. Persuasive communication is an effort with the aim of convincing the interlocutor to follow or behave in accordance with the wishes of someone who gives a message in a subtle way and without coercion (Ngalimun, 2018: 59).

Based on some of the data, arguments, and literature above, the researcher will finally explore family harmony after polygamy: lessons from the Kauman Village community. In detail, this study aims to analyze what efforts are made by married couples in re-improving family harmony after disputes due to polygamy, what models and principles of persuasive communication are used by husbands in persuading wives after quarrels due to polygamy.

RESEARCH METHODS

Research type and emphasis

This research uses descriptive qualitative research. Qualitative research is a study that describes the results of a study or the findings of a particular study using a sentence-shaped narrative rather than statistics or charts and columns (Thabrani, 2019: 169). Qualitative research aims to explain an event or event based on data collected by researchers, and the data or information is explored in depth in order to describe quality and quantity research findings (Kriyantono, 2016: 56-57).

Based on some of these opinions, qualitative research is the findings of an event or research described using words or sentences and not based on charts, columns, and statistics. In this study, researchers used a type of qualitative research because the focus of the problem or study discussed in this study was about the couple's efforts to re-improve family harmony after the dispute due to polygamy. Data collection on the object uses non-participant observation, interviews with five respondents, and documentation. Thus this is one of the reasons researchers use qualitative research.

Data Collection Technique

This study uses observation, interview, and documentation data collection techniques. Observation is an observation made by researchers to collect data from a study (Kurniawan, 2021: 44). Observation is also one of the efforts made by researchers to find the data needed in a systematic way and based on the rules (Arikunto, 2013: 265). Observation is also an important part of a study to collect data in order to fulfill the data needed by researchers (Bungin, 2015: 19). In this study we used non-participant observation. Researchers also use interviews in collecting data because interviews are an activity to conduct interactions or questions and answers between researchers and sources in order to obtain information from a source about certain studies according to the themes analyzed by researchers (Gunawan, 2013: 162).

During the interview process, a researcher is advised to adjust to the interviewee and the questions given must be organized and directed and for the interviewee to respond to the questions given to him (Rasimin, 2019: 104). In this study we used structured interviews and the informants in this study were five respondents. Documentation is an activity of collecting data or information sourced from several written works in the form of books, journals, theses, dissertations, notes or archives, and research reports (Sadiah, 2015: 91). Documentation is also referred to as a record of past events in the form of writings, pictures, or monumental works of a researcher (Abdussamad, 2021: 149). In this study, documentation is used as additional data in finding literature and additional research arguments.

Data Analysis Technique

Data analysis technique is a process of processing data into new information. The process is carried out so that the characteristics of the data become easier to understand and are useful as a solution to a problem, especially those related to the research studied by the researcher (Ulfah et al., 2022: 1). In this study, data analysis starts from the stage of reviewing all data obtained through observation, interviews, and documentation, the next step is for researchers to make a file or list of answers one by one in detail and carefully, then the results will be used as a data reduction.

At the data reduction stage, a researcher will make it in the form of an abstraction but first an evaluation must be carried out on the data. In the next stage, it will be made like triangulation and then the data is interpreted and applied so that it becomes the information needed by the researcher as a research report. Based on the explanation above, it can be summarized in general that data analysis consists of data collection, data presentation, and conclusion drawing.

RESULTS AND DISCUSSION

Post-Polygamy Family Harmony in the Perspective of Persuasive Communication

Polygamy is one of the actions that many men desire, because it has a lot of pleasure in it even though it has to experience many problems from the polygamous act. Polygamy according to is the marriage of more than one woman (Mahjuddin, 2012: 64; Tihami, 2014: 351; Vidiyanto, 2015: 17). This act of polygamy occurs due to many factors experienced by a husband. These factors include religious doctrine, myths, and traditional factors. This becomes one of the arguments of a wife in practicing polygamy (Hikmiyah, 2019: 129). This polygamous act when practiced by a husband is certainly very risky for quarrels in the household because it makes a wife's heart hurt and even has a negative impact on the polygamous family.

Therefore, to avoid quarrels in the household, the right strategy is needed to persuade a wife's heart, so as to achieve a family of peace, love and compassion. Peace, love, and compassion are families that always maintain the sacred promise of mutual loyalty and mutual understanding and respect between husband and wife (Abror, 2016: 231; Walid, 2017: 28). To achieve a harmonious family, of course, it must fulfill several factors in household life. Some of these factors such as in family life must develop a tradition of dialog or deliberation, in family life there must also be openness and willingness between the two parties, and in family life must do good to each other in all family members (Yuliana, 2018: 13-14).

Post-polygamy family harmony can be formed through persuasive communication, because it is one of the processes that can provide respect to influence a person's attitudes, opinions, and behavior in order to act in accordance with the speaker's goals without having to be forced (Maulana & Gumelar, 2013: 8). Persuasive communication is able to provide messages with a wiser and more effective delivery to others so that the speaker's goals are easier to achieve or succeed (Dia & Wahyuni, 2021: 67; Ngalimun, 2018: 59). This context when interpreted based on polygamy with a persuasive communication perspective certainly has the understanding that persuading, convincing the wife sincerely and gently or according to the wife's mental conditions and situation will certainly make the wife's heart softer and more affected.

Therefore, persuasive communication is needed by a husband in persuading his wife in order to increase harmony in the post-polygamy household. This persuasive communication must also be carried out with several techniques or narratives as needed, so that a wife can be persuaded (Andriani & Ibrahim, 2023; Ibrahim, Mubarok, et al., 2023; Syaf & Ibrahim, 2023). In general, persuasive communication has a function to control the situation so that it can be more conducive. Persuasive communication also serves to protect the paradigm from the bias of the argument, and

persuasive communication serves to increase knowledge to others so that they can be wiser in having arguments (Hendri, 2022: 70–72). This context in the case of a polygamous family acts as a control so that the husband can persuade the wife to be calmer. The husband also protects the wife's paradigm from outside influences and the husband also gives understanding to the wife to filter the information obtained. Based on this theory, of course, it becomes a rule for researchers in conducting analysis.

Efforts to Improve Post-Polygamy Family Harmony

Basically, harmony in the family needs to be done with some effort in order to create happiness, peace, and harmony in polygamous family life. This can happen when the husband has the intention and effort and strategy to persuade his wife, so that disputes that occur in polygamous households can be resolved properly and divorce does not occur.

Related to efforts to improve family harmony after polygamy, researchers added the results of interviews with informant WS by saying that harmony in a post-polygamy family can be achieved when a husband can persuade and convince his wife to believe in the husband's promise to divorce the second wife. Informant BS also said that wives do not believe the words of a husband unless there is a binding agreement, the agreement is that the husband is ready to divorce the second wife. In this analysis, the husband is more inclined to strive to create a harmonious family, while the wife's role is only an object that is given motivation and enthusiasm by the husband for the formation of a harmonious family after polygamy.

Informant TS said that to improve family harmony after polygamy must be taken seriously, TS in solving this problem usually asks for prayers and guidance from the kyai so that he can pray for harmony in his family so that it can be better. The reason informants ask for prayers from religious leaders or kyai is because people have trust in those who can provide solutions based on knowledge, behavior, and role models. So that the informant's wife trusts the kyai's advice and direction more. Informant TS also always takes a persuasive approach or persuades his wife to be invited to make up, even though it is very difficult at first, but when a husband can be wise and not neglect affection with the first wife, it is likely that polygamous family harmony can go well.

Efforts to improve family harmony after polygamy Informant RS said that one of the persuasive approaches taken is that a husband persuades his wife with the argument of the fate of his children when they continue to fight and even divorce. This approach makes the wife more sensitive and positive thinking for the welfare and fate of her children. In line with the above problems, informant MS believes that a harmonious family can be achieved when a husband takes a persuasive approach with his wife and

wife's family, and persuades and convinces that a husband will promise to divorce his second wife.

Persuasive Communication in Polygamous Families: Models and Principles

At this point we will analyze the models and principles of persuasive communication in forming a harmonious family after polygamy. A model is a representation of an event either real or abstract that is able to display the most important elements in a particular event (Hendri, 2022: 121). Efforts to understand the persuasive communication model can simply be understood by describing the message process as a whole. Therefore, four stages need to be considered. First, the message understanding stage means the message received by the communicant based on the sequence and flow of communication. Second, encoding means the process of dissecting or filtering the paradigm in the mind against the stimulus that comes. Third, the decoding stage means the process of encoding or signaling a message from da'i to mad'u. Fourth, the evaluation stage means controlling a message that has been delivered (Hendri, 2022: 121-122).

Broadly speaking, there are four types of persuasive communication models, namely, the SMCR model, probabilistic model, heuristic systematic model, and extended parallel process model (Hendri, 2022: 121-140). In this study only uses one persuasive communication model to improve family harmony after polygamy, the model is the probabilistic model. The probabilistic persuasive communication model is a model that examines or is more serious about the listener's beliefs because when listeners receive messages, they are usually filtered and confronted first with beliefs and beliefs. After that, when it is appropriate it will be accepted and when it is not appropriate the message obtained is just silenced (Hendri, 2022: 128-129).

This persuasive communication model is essentially a communicant will receive a message and carry it out when a communicator has been in his mind, either directly or just an issue from another source which then makes him present a sense of belief and trust. This model is also apart from belief but a communicant also sees how the actual facts are. So that it can determine whether it is feasible for the message to be accepted and implemented (Hendri, 2022: 140). This theory when applied in families experiencing post-polygamy quarrels is certainly a solution to improve harmony in the family.

Related to the discussion of persuasive communication models in polygamous families, researchers added the results of interviews with informant WS by saying that, to form harmony in a post-polygamous family, a husband can persuade and convince his wife to believe in a

husband's promise to divorce the second wife. This agreement is made with an official letter stamped and known by the husband and wife's family.

In line with the problems experienced by informant MS, that a harmonious family can be achieved when a husband takes a persuasive approach with his wife and wife's family, and persuades and convinces that a husband will promise to divorce his second wife. This context when viewed based on the rules of the persuasive communication model falls into the category of probabilogical persuasive communication, because a husband gives confidence to a wife with the argument of a stamped agreement letter containing to divorce the second wife. Based on this, the emphasis used by the husband in forming a harmonious family after polygamy is probabilogical persuasive communication.

Furthermore, after analyzing the model, we continue to study the principles of persuasive communication in forming a harmonious family after polygamy. The principle of persuasive communication is a process that has certain rules for the achievement of persuasive messages. Broadly speaking, persuasive communication principles have five types, namely, the principle of reciprocity, the principle of friendship, the principle of hope, the principle of association, and the principle of power (Hendri, 2022: 273). In this study only uses one principle of persuasive communication to improve family harmony after polygamy, the principle is the principle of hope. The principle of hope is one way to influence communicants by providing a paradigm of something that can build emotional or motivational communicants to be more enthusiastic in doing something (Hendri, 2022: 273). Another illustration illustrates that, when a father expects his son to be successful in education, of course, a child will be motivated to try to study with enthusiasm and diligence. This theory when illustrated in a polygamous family is certainly a solution to improve harmony in the family.

Related to the discussion of persuasive communication principles in polygamous families, the researcher added the results of an interview with informant RS who said that, one of the persuasive approaches taken is that a husband persuades his wife with arguments about the fate of his children when they continue to fight and even divorce. This context when viewed based on the rules of persuasive communication principles falls into the category of the principle of hope, because a husband gives confidence to a wife with an argument about the fate of his children when they continue to fight and even divorce. The statement is a hope given to his wife so that the fate of her children does not suffer. Based on this, the emphasis used by the husband in forming a harmonious family after polygamy is the persuasive communication of the principle of hope.

CONCLUSIONS

Based on the results of the analysis above, it can be concluded that efforts to improve family harmony after polygamy can be done in various ways such as persuading and convincing the wife, making a stamped agreement to divorce the second wife, asking for prayer and guidance from a kyai, and a husband arguing how his children will fare when quarreling and divorcing. In the persuasive communication model, a husband uses probabilological persuasiveness. This is evidenced by the argument of a stamped agreement to divorce the second wife. In the principle of persuasive communication, a husband uses the principle of hope, this is evidenced by the argument for the fate of children if a married couple continues to fight and divorce.

Based on the above conclusions, of course, this research still has many weaknesses and shortcomings. The weaknesses and limitations in this study are that we have not analyzed the practice of polygamy that occurs in Kauman Village from the point of view of religion and law. You also have not analyzed the supporting factors, obstacles and solutions to efforts to improve family harmony after polygamy. Therefore, we suggest to future researchers to improve this research to make it more perfect and more complete. We also advise researchers to be able to analyze the psychological impact of children, social conditions, economic conditions, and the condition of the husband and wife's spirituality before and after polygamy. So that the complete and perfect analysis of this polygamy study can be a reference in solving polygamy cases that occur in people's lives.

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