

**HUBUNGAN MASYARAKAT OTORITAS AGAMA DALAM PEMILIHAN  
SALURAN DAN MODEL KOMUNIKASI LUARAN; STUDI ATAS MAJELIS  
ULAMA INDONESIA DALAM PROSES DISEMINASI FATWA POLITIK**

**Abstrak**

*One of the reasons that democracy still exist in modern society is the involvement of civil society group within a dynamic social and political discourses. These social groups actively participate in the making of their political stands and believes for the good of the society. As one of the groups, the religious institution has, in some countries, the most vibrant participation in the making of knowledge and discourse. Indonesian Ulema Council (IUC) is one of the prominent institution besides Nahdhatul Ulama and Muhammadiyah, and many other religious community groups. Since it was established in 1975, the council has published about more than a thousand islamic decrees (fatwa) for public matters. Many of these decrees brought some controversial issues. It is fully understand if the council keep bringing pros and cons on their fatwa since the matters they decide is something new and is not clearly stated neither in Qur'an nor in hadith (the prophet Muhammad's words, habits, and rituals). This of course leads to open debate amongst ulemas and imams within the council. Furthermore, once a matter is settled the council still have another issue to deal, they have to bring this to public which sometimes drags them to a wider and complicated situation. If the issue attracts huge attention, of those who in favour and those who are not, this situation sometimes brings another issue even on a scale of nationwide. As the center who deals with public life and product consumption matters the IUC does rely fully on their public relations professionals in settling and managing issues. It is not a matter of halal and haram, it is a matter of social coherence and for social good. They are not stand for those the majority or the elites group to favour them, as they are only exist on behalf of God, and inherited the prophet legacy based on their expertise. A failure move in handling islamic decree may render social mayhem. Only through, and on a public relations professionals the image of the council and public trust can be managed, maintain and count. The questions to be answered is what makes the religious public relations professional professional?*

*Keywords: Fatwa, religious authority, issue management, public relations professional.*