

## **ABSTRACT**

*The aims of the research in the title of Migrant Missionary Communication in Bengkulu City are to reveal, examine, and understand migrant motive to be proselytizers, kind of missionary activity, missionary communication design, cultural approach, missionary material, and successful missionary communication. The method used is qualitative through phenomenology approach, symbolic interaction, and dramaturgical actions. The informants of this study were ten migrant proselytizers chosen by purposive sampling with decided criteria. Data of this research were collected by using intensive interview, participate observation, study documentation, and literary study of the former relevant researches as well.*

*The result of the research displayed that motive of the migrants being proselytizer or missionaries are because of guidance from Allah SWT; command and sunnah revelation; practice sciences; and fulfilling others demand. The various activities were done by the migrant proselytizers, such as four categories: in the form of lectures, in writing, in the form of education and in the form of informal gatherings.*

*Communication model preachers preaching that made migrants There are three tipikasi, namely: propagation model of dialogue, propagation model of repetition and propagation models off. Cultural approach is used in proselytizing preachers migrants are by learning the local language and understand the character of the congregation who became the target of propaganda. Propaganda material presented includes migrant preachers on three things, namely: faith/belief, moral education and Shari'a (muamalah).*

*Keywords: the migrant, communication of dakwah, phenomenology, symbolic interaction, and dramaturgical action.*