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Komunikasi Persuasif Kiyai dengan Santri Pondok Pesantren Al-Isyraq Kebon
Jeruk Jakarta Barat dalam Membangun Tindakan Religius Santri

Bibliografi: 85 Halaman + 21 Buku + 6 Jurnal + 3 Skripsi

ABSTRAK

Komunikasi persuasif mempengaruhi pemikiran dan tindakan komunikan, sesuai dengan keinginan komunikator. Pondok Pesantren salah satu lembaga pendidikan berbasis Islam yang menerapkan komunikasi persuasif untuk membangun tindakan religius santri, Kyai sebagai komunikator dan santri-santrinya sebagai komunikan.

Penelitian ini bertujuan untuk mengetahui komunikasi persuasif antara Kyai dan Santri dalam mendukung aktivitas religius di lingkungan Pondok Pesantren Al Isyraq Kebon Jeruk Jakarta Barat. Kajian teorinya mengacu pada interaksi simbolik dan komunikasi persuasif. Metode penelitiannya studi kasus, dengan teknik pengumpulan data melalui wawancara mendalam.

Hasil penelitian menunjukkan bahwa komunikasi persuasif yang diberikan oleh Kyai adalah verbal dan non-verbal. Komunikasi persuasif Kyai secara verbal adalah nasehat, pujian, hukuman, kajian dan proses mengajar di kelas. Sedangkan komunikasi persuasif Kyai secara non-verbal dengan memberikan keteladanan. Hasilnya santri merasa nyaman, kerasan dan termotivasi mengikuti perintah Kyai. Ditemukan anggapan Kyai sebagai orang tua sendiri, juga sebagai bentuk

penghormatan dan ketaatan santri terhadap Guru sesuai perintah agama. Santri mengikuti keteladanan dari perilaku Kyai, sehingga terbangun tindakan religius santri, berupa akhlak baik para santri.

Kata kunci: Komunikasi; persuasif; Pondok Pesantren; Kyai





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Persuasive Communication Kiyai and Santri Al-Isyraq Boardingschool for Building Religious Attitude at Kebon Jeruk West Jakarta

Biography : 85 Pages + 21 Books + 6 Journals + 3 Thesis

ABSTRACT

Persuasive communication affects the thoughts and actions of the communicant, in accordance with the wishes of the communicator. Islamic boarding school is one of the Islamic-based educational institutions that applies persuasive communication to build the religious actions of students, Kyai as communicators and students as communicants.

This research aims to determine persuasive communication between Kyai and Santri in supporting religious activities in the Al Irsyiq Islamic Boarding School, West Jakarta, Indonesia. The theoretical studies refer to symbolic interactions and persuasive communication and religious action. The research method used includes case studies, with data collection techniques through in-depth interviews.

The results showed that the persuasive communication given by the Kyai was verbal and non-verbal. Kyai's persuasive communication verbally is advice, praise, punishment, study and the teaching process in the classroom. While the Kyai's persuasive communication is non-verbal by providing an example. As a

result, students feel comfortable, at home and motivated to follow the Kyai's orders. It was found that the Kyai's opinion as parents themselves, as well as a form of respect and obedience of students to teachers according to religious orders. The students follow the example of the Kyai's behavior, so that the religious actions of the students are built, in the form of the good character of the students.

Keywords: Communication, persuasive, Islamic Boarding School, Kyai

