

ABSTRAK

Erwin Juni Widjaya, *Budaya Komunikasi Mubalig Populer Kota Bandung.*

Tesis ini merupakan penelitian mengenai budaya komunikasi mubalig populer kota Bandung. Dilatarbelakangi oleh adanya berbagai penampilan tablig dari mubalig-mubalig Islam dimasyarakat. Penampilan mubalig populer dalam berbagai kegiatan tablignya, menghasilkan produk-produk pesan yang dikonsumsi secara *mainstream* dalam budaya masyarakat. Interaksi di antara proses pertukaran pesan dan makna antara mubalig dan jamaah inilah yang membentuk budaya komunikasi mubalig populer. Penelitian ini bertujuan untuk mengungkapkan bagaimana artikulasi antar elemen budaya komunikasi seperti representasi yang terbangun, asosiasi identitas yang terbentuk, proses produksi pesan tablig, konsumsi pesan dan regulasi diri dari mubalig – ketika terjadi proses pertukaran makna antara para mubalig populer dengan jamaahnya.

Penelitian ini adalah penelitian kualitatif dengan menggunakan metode pendekatan fenomenologi dan interaksionisme simbolik. Hal ini ditujukan agar dapat mengungkapkan esensi dari berbagai pengalaman *tablig* para mubalig. Sumber data penelitian terdiri dari kegiatan tablig dari mubalig populer di Kota Bandung. Subjek penelitian dipilih dengan metode *purposive sampling*. Penelitian ini mengambil tiga orang mubalig populer untuk dijadikan subjek penelitian dalam tesis ini. Data dikumpulkan selama kurun waktu November 2016 hingga Februari 2017. Sumber data berasal dari sumber primer dan sumber sekunder melalui teknik wawancara, observasi, serta dokumentasi.

Landasan pemikiran yang dipakai adalah konsep *Circuit of Culture* Paul Du Gay dalam melihat budaya komunikasi mubalig populer. Penelitian menggunakan beberapa teori untuk mengkerangkakan artikulasi antar elemen *circuit of culture* pada laku tablig mubalig populer. Teori yang dipakai adalah Teori Identitas Michael Hecht, Teori Perencanaan Pesan Charles R. Berger, Teori Interaksionisme Simbolik Herbert Mead dan Teori Pembawaan Diri Eric Goffman.

Kesimpulan dari penelitian ini yaitu setiap elemen dalam *circuit of culture* yaitu representasi, identitas, produksi, konsumsi dan regulasi, saling berartikulasi membentuk budaya komunikasi seorang mubalig populer. Artikulasi yang berlangsung sangat kompleks. Representasi mubalig merupakan citra yang dikonstruksi melalui asosiasi-asosiasi identitas mubalig yang terbangun cukup lama dalam konteks budaya dan komunal pada diri mubalig. Mubalig populer senantiasa melakukan produksi berupa pesan tablig yang dipertukarkan kepada jamaah yang mengkonsumsinya. Produksi pesan tablig masing-masing mubalig memiliki kekhasan sendiri. Representasi mubalig juga cermin dari konsumen yang menikmati produksinya selama ini. Konsistensi dan stabilitas antar elemen dijaga dalam proses pembentukan dan pertukarannya, melalui elemen regulasi diri sang mubalig.

ABSTRACT

Erwin Juni Widjaya, *Communication Culture of Popular Preachers in Bandung*

This thesis is a research about communication culture of the popular preachers in Bandung. Based on the presence of various tablig appearance of Islamic preachers in the community. The Popular preachers appear in their various tablig activities, producing a product of messages that are consumed as a mainstream in the culture of society. The interaction that occurs in the process of message exchange and meaning between preachers and its congregation is what constitutes the communication culture of the popular preachers. This study aims to reveal how articulation between elements of communication culture - such as the representation of preachers, identity associations formed, the "production process" of tablig messages, the consumption of messages and self-regulation of preachers - takes place in the process of meaning exchange between popular preachers with his congregation.

This research is a qualitative research by using phenomenology method and symbolic interactionism. It is intended to express the essence of the various experiences of the preachers. Sources of research data consists of activities tablig of popular preachers in the city of Bandung. The subjects were chosen by purposive sampling method. This study took three popular preachers to be the subject of research in this thesis. Data were collected during the period November 2016 through February 2017. The data sources were derived from primary and technical material, interviews, and documentation.

The basic idea used is the concept of Circuit of Culture Paul Du Gay in viewing the communication culture of the popular preachers. The research used several theories to estimate the articulation between elements of circuit of culture on the behavior of popular preachers. Theories are used as Identity Theory Michael Hecht, Message Planning Theory Charles R. Berger, Symbolic Interactionism Theory Herbert Mead and Theory of Impression Management by Eric Goffman.

The conclusion of this research is that every element in circuit of culture namely representation, identity, production, consumption and regulation - mutually articulate and form the communication culture of a popular preacher. The articulation is very complex. Representation of preachers is an image constructed through their identity associations, which has been established long enough in the cultural and communal context of the preachers. Popular preachers always make the production of tablig messages that are exchanged to the pilgrims who consume them. The production of the message of each preacher has its own peculiarities. Representation is also a mirror of consumers who enjoy the production of the message so far. Consistency and stability between elements are maintained in the process of formation and exchange, through the self-regulatory element of the preacher.