

ABSTRAK

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Judul : Efektivitas Komunikasi Dakwah Pesantren MQ Tebuireung Dalam Membina Akhlak Santri (Studi Kasus Jl Irian Jaya No 10 Tebuireung Jombang Jawa Timur)

Indonesia memiliki beberapa lembaga pendidikan, yakni lembaga pendidikan milik pemerintah dan lembaga milik perorangan, sedangkan sekarang beberapa lembaga pendidikan di Indonesia mendapat sorotan dari masyarakat mengenai pengembangan karakter tingkah laku generasinya yang mulai menurun. Komunikasi dakwah yang efektif di Pesantren MQ Tebuireung dan pembinaan akhlak diyakini dapat meningkatkan tingkah laku atau akhlak generasi di Indonesia menjadi lebih baik. Terbukti hasil penelitian di Pesantren MQ Tebuireung dengan tujuan ingin mengetahui pengaruh dan hubungan efektivitas komunikasi dakwah dan pembinaan akhlak terhadap akhlak santri. Penelitian ini merupakan penelitian Kuantitatif. Data dikumpulkan melalui survei dengan teknik sampel stratifikasi proporsional terhadap santri di Pesantren MQ Tebuireung berjumlah 172 santri. Hasil penelitian menunjukkan terdapat pengaruh secara simultan dengan $F_{hitung} 18,009 > F_{tabel} 3,05$, komunikasi dakwah yang efektif dan pembinaan akhlak terhadap akhlak santri, dan terdapat hubungan atau korelasi dengan r sederhana dengan nilai 0,749, menurut Priyato nilai 0,60-0,799 sangat kuat hubungannya dari efektivitas komunikasi dakwah dan pembinaan akhlak terhadap akhlak santri.

Kata kunci: efektivitas komunikasi dakwah, pembinaan akhlak, akhlak santri

Indonesia has different types of educational institutions including a state owned institution and a private one. However, recently, several types of educational institutions in Indonesia have some attention from the society in terms of the development of behavioral character of the youth that tend to be degrading. Effective communication of *dakwah* (preaching) at Pesantren MQ Tebuireng (MQ Tebuireng Islamic Boarding School) as well as *akhlak* (behavior) education is believed to be able to improve the behavior or so called *akhlak* of the Indonesian youth to be better. It can be seen from this study, a study at Pesantren MQ Tebuireng aimed at finding the influence and correlation between the effectivity of communication of *dakwah* and *akhlak* education towards students. This study is a Quantitative study. The data in this study are obtained through survey using a proportional stratification sample technique towards 172 students at Pesantren MQ Tebuireng. The study shows that there is a simultaneous influence between an effective communication of *dakwah* and *akhlak* education towards students where F_{count} of 18.009 $>$ F_{table} of 3.05. However, there is also a correlation with r value of .749. According to Priyato, the r value of .60 - .799 shows a strong correlation, i.e. between the effectivity of communication of *dakwah* and *akhlak* education towards students.

Keywords: the effectivity of communication of *dakwah*, *akhlak* education, students' *akhlak*