

THESIS

Evaluating The Implementation of Dialogic Communication in Darussalam Gontor Islamic Boarding School Through The Official Instagram Account @pondok.modern.gontor



Abdul Rozak Fahrudin

NIM: 422021521002

DEPARTEMENT OF COMMUNICATION SCIENCE

FACULTY OF HUMANITIES

UNIVERSITY OF DARUSSALAM GONTOR

1446/2025

THESIS VALIDATION SHEET

Thesis:

Evaluating the Implementation of Dialogic Communication in Darussalam Gontor
Islamic Boarding School through the Official Instagram Account
@pondok.modern.gontor

Compiled and presented by

Abdul Rozak Fahrudin (422021521002)

Has been approved by the board of examiners of the Graduate Program on
March 4th, 2025.

Board of Examiners

Major Advisor,



Mohammad Luthfi, M.I.Kom.

NIY. 160551

Examiner,



Bambang Setyo Utomo, M.I.Kom.

NIY. 190737

Examiner,



Farisma Jiatrahman, M.Pd

NIY. 210843

This thesis declared and accepted in partial fulfilment of the obtained for Bachelor of
Communication,



Dean of Faculty of Humanities,

Assoc. Prof. Dr. Mohamad Latief, M.A.

NIY. 180643

Head of Department of Communication
Science,



Bambang Setyo Utomo, M.I.Kom.

NIY. 190737

THESIS VALIDATION SHEET

Here by it is stated that the thesis with the title

Evaluating the Implementation Dialogic Communication of
Darussalam Gontor Islamic Boarding School Through the Official
Instagram Account @pondok.modern.gontor

By

Abdul Rozak Fahrudin
422021521002

It has been read carefully and has been deemed to meet scientific standard, both in
scope and quality. So, it was agreed to be presented on:

Supervisor



Mohammad Luthfi M.I.Kom.
NIY. 160551

Researcher



Abdul Rozak Fahrudin
422021521002

Dean of the Humanities Faculty,



Assoc. Prof. Dr. Mohammad Latief, M.A.
NIY. 180643

Head of The
Communication Science Department



Bambang Setyo Utomo, M.I.Kom.
NIY. 190737

DECLARATION
THE ELIGIBILITY FOR THESIS EXAMINATION

It is hereby stated that the undergraduate thesis, entitled:

Evaluating the Implementation Dialogic Communication of Darussalam Gontor Islamic Boarding School Through the Official Instagram Account @pondok.modern.gontor

Prepared by :

Abdul Rozak Fahrudin
422021521002

Has been approved to be examined,
on 19th of February 2025

Advisor and Head of Department of
Communication Science



Bambang Setyo Utomo, M.I.Kom.
NIY. 190737

Advisor



Mohammad Luthfi, M.I.Kom.
NIY. 160551

DECLARATION

Here by,

Name : **Abdul Rozak Fahrudin**
Reg. Number : **42.2021.521.002**
Faculty : **Humanities**
Department : **Communication Science**
Title : **Evaluating the Implementation Dialogic Communication of Darussalam Gontor Islamic Boarding School Through the Official Instagram Account @pondok.modern.gontor**

Declare that thus thesis is result of my own research, except where otherwise stated. I also declare that thus has not been previously and concurrently submitted as a whole for any other degrees in University of Darussalam Gontor. When, otherwise found that this thesis is plagiarism, I am ready to accept any punishment according to academic regulation of university.

Gontor, 12 February 2025

Researcher,



Abdul Rozak Fahrudin
42.2021.521.002

FOREWORD

Alhamdulillahirabbil'alamiin wa bihi nasta'in wa 'ala umuri-ddunya wadiin, a sentence that should have been uttered from my mouth and heart as a researcher. Thanks to the life and grace of Allah SWT, the thesis with the title "Evaluating the Implementation of Dialogic Communication in Darussalam Gontor Islamic Boarding School through the Official Instagram Account @pondok.modern.gontor" can be completed properly as one of the requirements in obtaining a bachelor's degree in Communication Science at University of Darussalam Gontor. Not to forget, *sholawat* and *salam* are poured out to our great king, our role model, the Prophet Muhammad SAW and his family and relatives. Because it is for their struggle that we can feel the sweetness and peace of faith in implementing Islamic law at this time.

In the context of writing this thesis, there is a lot of support and input from various parties to the author. The author realizes with all his heart that he would not have been able to face all the obstacles and obstacles that the author has gone through without the prayers and assistance of various parties. With sincerity, the author would like to express his deepest gratitude and prayers to:

1. My both parents, Jainem and Sukiman who never stop to always provide prayers, motivation, support, moral and material. As well as the author's two siblings Umi Maslihatin Wahidah and Isnani Khoirul Munawarah who always provide support and motivation in completing this thesis.
2. Leaders of Darussalam Gontor Islamic Boarding School K.H Hasan Abdullah Sahal, Drs K.H Akrim Mariyat Dipl A.Ed., and Prof. Dr. K.H Amal Fathullah Zarkasyi, M.A.
3. The Rector of Darussalam Gontor University, Al-Ustadz Prof. Dr. K.H. Hamid Fahmy Zarkasyi, M.A.Ed., M.Phil., and his deputy Al-Ustadz Dr. Abdul Hafidz Zaid, M.A., Al-Ustadz Dr. Setiawan bin Lahuri, M.A., Al-Ustadz Dr. Khoirul Umam, M.Ec. and Al-Ustadz Dr. Royyan Ramdhani Djayusman, M.A. for the best education that has been provided at UNIDA Gontor.

4. The Dean of the Faculty of Humanities, Al-Ustadz Dr. Mohamad Latief, M.A., and his staff who have provided motivation in research.
5. Head of Departement the Communication Science, Al-Ustadz Bambang Setyo Utomo, M.I.Kom., who always provides direction, input and examples for all students..
6. Thesis supervisor Al-Ustadz Mohammad Luthfi, M.I.Kom who has given his time to always guide, provide input, advice and a way out in every dead end that the author experienced during the thesis writing period.
7. Academic Advisor, Al-Ustadzah Nurhana Marantika, M.A., who has directed and provided knowledge during the lecture period.
8. All Lecturers of the Faculty of Humanities, especially Lecturers of the Communication Studies Program at Darussalam Gontor University who have served and taught knowledge to the author during the lecture period.
9. Friends in Communication Science 2021 and all students of the Communication Science Study Program who always provide support and accompany the author in completing the thesis.
10. All Instagram account administrators @pondok.modern.gontor who have given permission to researchers to research the account.
11. All parties that the author has not included one by one and also helped in writing this thesis proposal. Hopefully Allah SWT will give more rewards for all the good that has been given.

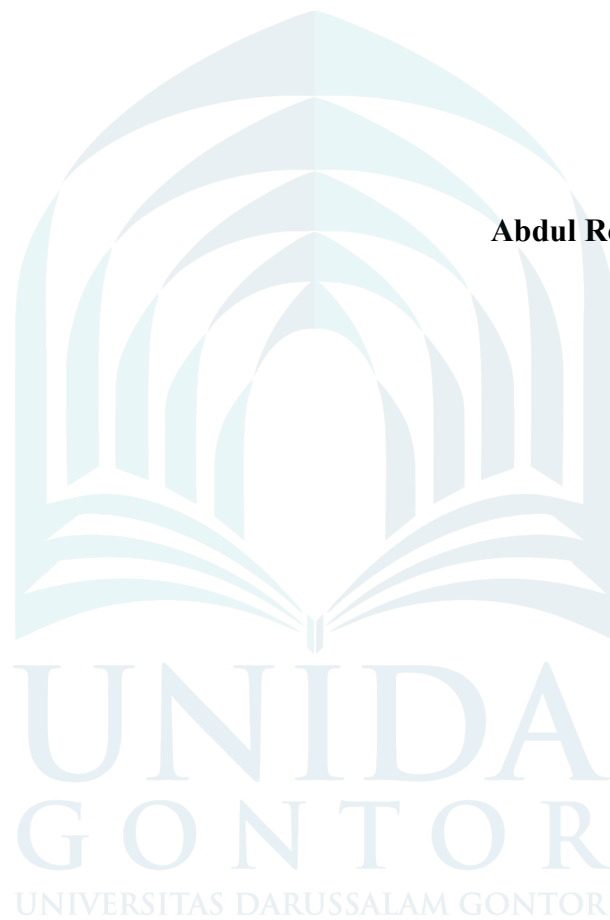
UNIVERSITAS DARUSSALAM GONTOR

Finally, the author apologizes for all the shortcomings and mistakes in this study. Hopefully this research can provide benefits for writers, readers and especially future researchers. *Aamiin Yaa Rabbal 'Aalamiin.*

Ponorogo, February 28, 2024

Author

Abdul Rozak Fahrudin



ABSTRACT

Evaluating the Implementation of Dialogic Communication in Darussalam Gontor Islamic Boarding School through the Official Instagram Account @pondok.modern.gontor

Abdul Rozak Fahrudin
42.2021.521002

Social media has now been utilized by various *pesantren* institutions. One of them is Darussalam Gontor Islamic Boarding School. Based on observations, Darussalam Gontor Islamic Boarding has the highest number of posts compared to other *pesantren*, but the engagement rate is still relatively low. This is known through analysis using Phlanx.com, which shows that the engagement rate of the official Instagram account @pondok.modern.gontor is only 1.33%, indicating that audience engagement is not optimal. This study aims to evaluate the implementation of dialogic communication at Darussalam Gontor Islamic Boarding School through the official Instagram account @pondok.modern.gontor by referring to Kent and Taylor's dialogic communication theory which includes four main indicators: the usefulness of information, the generation of return visits, the conservation of visitors, and the dialogic loop. The method used in this research is a quantitative approach with content analysis, where the research population includes all content uploaded on the official @pondok.modern.gontor account in the span of January 1 to December 31, 2024 with a total content of 20.256 as the unit of analysis. Data analysis was carried out with frequency distribution, hypothesis testing, and mean score calculation to evaluate the frequency of posts. The results showed that overall, the official Instagram account @pondok.modern.gontor has implemented dialogic communication in building public relations on Instagram optimally with a value of 100% on all indicators. However, improvement is still needed in the application of the principle of generation of return visits, especially in terms of updating feed content, reels, and stories, as well as optimizing the use of hashtags. In addition, the dialogic loop principle also needs to be optimized to increase the effectiveness of two-way communication with the public. Theoretically, the results of this study contribute to the development of communication studies, especially dialogic communication, and practically, the results of this study make a positive contribution to the application of dialogic communication through Instagram *pesantren*, especially Instagram Darussalam Gontor Islamic Boarding School.

Keywords: Dialogic Communication, Darussalam Gontor Islamic Boarding School, Instagram.