

ABSTRACT

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

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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.