

ABSTRACT

**MEASURING DIALOGICAL COMMUNICATION AT AL-BASYARIYAH
BANDUNG ISLAMIC BOARDING SCHOOL THROUGH ITS OFFICIAL
INSTAGRAM ACCOUNT @albasyariyah_official**

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42.2021.521054

Currently, social media is a tool frequently used by Islamic Boarding School educational institutions as an information medium. One such institution that utilizes social media, particularly Instagram, is the Al-Basyariyah Bandung Islamic Boarding School. Based on observations, the Al-Basyariyah Bandung Islamic Boarding School's official Instagram account, @albasyariyah_official, has 25,098 followers and a total of 1,284 posts. However, in terms of implementing dialogical communication, its engagement remains low. According to Phlanx.com's engagement rate analysis, the account has an ER value of 1.68%. This study aims to measure the dialogical communication of the official Instagram account @albasyariyah_official using Kent and Taylor's dialogical communication theory, which includes five indicators: the dialogic loop, the usefulness of information, the generation of return visits, the intuitiveness/ease of interface, and the rule of conservation of visitors. The researcher employed a quantitative method with a descriptive survey approach. The Slovin formula was used to determine the sample size with a 5% margin of error, resulting in 394 respondents from a total population of 25,098 followers. Data analysis was conducted using frequency distribution, mean scores, and hypothesis testing, which was calculated using the Likert Summated Rating formula. The study's results indicate that the dialogical communication of the Al-Basyariyah Bandung Islamic Boarding School through its official Instagram account is considered optimal, with a total score of 53,863, placing it within the >Q2 to Q3 range, which falls under the optimal category. The intuitiveness/ease of interface indicator received the highest score at 80%, categorizing it as very optimal, while the dialogic loop indicator received the lowest score at 77%. Theoretically, the findings contribute to the development of communication science studies, particularly in the field of dialogical communication. Practically, this research provides a positive contribution to optimizing dialogical communication in Islamic Boarding School educational institutions, especially in the context of social media-based engagement at the Al-Basyariyah Islamic Boarding School.

Keywords: Dialogical Communication, Al-Basyariyah Islamic Boarding School, Instagram.