

TABLE OF CONTENTS

VALIDATION.....	I
DECLARATION.....	III
FOREWORD.....	IV
ABSTRACT.....	VI
TABLE OF CONTENTS.....	VII
LIST OF IMAGES.....	XI
LIST OF TABLES.....	XII
CHAPTER I INTRODUCTION.....	1
1.1. Background	1
1.2. Problem Formulation.....	7
1.3. Research Objectives	7
1.4. Research Benefits	8
1.4.1. Theoretical Benefits	8
1.4.2. Practical Benefits	8
CHAPTER II LITERATURE REVIEW.....	9
2.1. Previous Research	9
2.2. Conceptual Foundations	13
2.2.1. Dialogical Communication	13
2.2.2. Al-Basyariyah Islamic Boarding School.....	14
2.2.3. Instagram.....	15
2.3. Theoretical Foundations	17
2.4. Framework of Thought.....	20

2.5. Schema of Thought	20
2.6. Hypothesis	22
CHAPTER III RESEARCH METHODS	23
3.1. Research Design	24
3.2. Research Variables	25
3.3. Measuring Instruments	29
3.3.1. Measuring Instrument Validity Test	34
3.3.2. Measuring Instrument Reliability Test	37
3.4. Data Collection Sources and Techniques	39
3.5. Population and Sample	41
3.5.1 Population	41
3.5.2 Sample	41
3.5.3 Sampling Techniques	43
3.6. Data Analysis Techniques	43
3.6.1 Frequency Distribution	43
3.7. Mean Score	44
3.8. Hypothesis Test	44
3.9. Location	47
CHAPTER IV RESULTS AND DISCUSSION	48
4.1. Overview of Research Objects	48
4.1.1. Profile of Al-Basyariyah Islamic Boarding School Bandung	48
4.1.2. Characteristics of Respondents	52
4.2. Distribution of Variable Frequency of Dialogue Communication Official Instagram Account of Al-Basyariyah Islamic Boarding School	55
4.2.1. The Dialogic Loop Indicator	59

4.2.2.	The Usefulness of Information Indicator	65
4.2.3.	The Generation of Return Visits Indicator	70
4.2.4.	The Intuitiveness / Ease of Interface Indicator	74
4.2.5.	The Rule of Conservation of Visitors Indicator	77
4.3.	Mean Value of Dialogue Communication Score Official Instagram Account of Al-Basyariyah Islamic Boarding School.....	79
4.3.1	Mean Score of The Dialogic Loop	81
4.3.2	Mean Score of The Usefulness of Information Indicator.....	83
4.3.3	Mean Score of The Generation of Return Visits Indicator	85
4.3.4	Mean Score of The Intuitiveness / Ease of Interface Indicator	86
4.3.5	Mean Score of The Rule of Conservation of Visitors Indicator	87
4.4.	Total Indicator Score on Dialogue Communication Variables Official Instagram Account of Al-Basyariyah Islamic Boarding School	88
4.4.1	Total Score of The Dialogic Loop Indicator	89
4.4.2	Total Score of The Usefulness of Information Indicator	90
4.4.3	Total Score of The Generation of Return Visits Indicator	90
4.4.4	Total Score of The Intuitiveness / Ease of Interface Indicator.....	91
4.4.5	Total Score of The Rule of Conservation of Visitors Indicator	92
4.5.	Hypothesis Test	93
4.6.	Discussion	95
4.6.1.	The Dialogic Loop	95
4.6.2.	The Usefulness of Information	98
4.6.3.	The Generation of Return Visits	100
4.6.4.	The Intuitiveness / Ease of Interface	102
4.6.5.	The Rule of Conservation of Visitors	104

CHAPTER V CONCLUSION	106
5.1. Conclusion.....	106
5.2. Suggestion	107
BIBLIOGRAPHY	109
ATTACHMENT.....	117



LIST OF IMAGES

Figure 1. 1 Data Engagement Rate	5
Figure 4. 1 Instagram account @albasyariyah_official	51
Figure 4. 2 Characteristics of Respondents by Gender	52
Figure 4. 3 Characteristics of Respondents Based on Regional Origin	53
Figure 4. 4 Characteristics of Respondents Based on Age Range	54
Figure 4. 5 Characteristics of Respondents Based on Education Level.....	54



LIST OF TABLES

Table 1. 1 Data of 10 Islamic Boarding Schools in West Java with the Highest Followers.....	4
Table 2. 1 Framework of Thought	20
Table 3. 1 Research Questionnaire.....	30
Table 3. 2 Measurement Scale	35
Table 3. 3 Validity Test Results.....	37
Table 3. 4 Results of the Dialogue Communication Reliability Test	38
Table 4. 5 Variable Frequency Distribution of Dialogical Communication.....	57
Table 4. 6 Percent of The Dialogic Loop Indicator Answers	61
Table 4. 7 Percentage of Answers to the Usefulness of Information Indicator	68
Table 4. 8 Percentage of The Generation of Return Visits Indicator Answers.....	74
Table 4. 9 Percent of the Answers The Intuitiveness / Ease of Interface Indicator	78
Table 4. 10 Percentage of Answers to The Rule of Conservation of Visitors Indicator	81
Table 4. 11 Mean Values of Dialogical Communication Score.....	83
Table 4. 12 Mean The Dialogic Loop Score	85
Table 4. 13 Mean Score The Usefulness of Information	87
Table 4. 14 Mean Score The Generation of Return Visits.....	89
Table 4. 15 Mean Score The Intuitiveness / Ease of Interface.....	90
Table 4. 16 Mean Score The Rule of Conservation of Visitors.....	91
Table 4. 17 Total Scores of The Dialogic Loop Indicator	93
Table 4. 18 Total Scores of The Usefulness of Information Indicator.....	94
Table 4. 19 Total Descriptor Score of The Generation of Return Visits	95
Table 4. 20 Total Descriptor Score The Intuitiveness / Ease of Interface	96
Table 4. 21 Total Descriptor Score The Rule of Conservation of Visitors.....	96
Table 4. 23 Total Score Calculation.....	98