

ABSTRAK

Muhammad Rasyid Faizulhaq: *Konvergensi Media Dakwah Penyuluh Agama Islam Kemenag Kota Bandung (Studi Kasus Penyuluh Agama Islam Kota Bandung)*

Perkembangan teknologi informasi dan komunikasi telah mendorong transformasi praktik dakwah menuju pemanfaatan media digital. Kondisi tersebut diperkuat melalui Keputusan Direktur Jenderal Bimbingan Masyarakat Islam Nomor 1172 Tahun 2024 yang mendorong Penyuluh Agama Islam memanfaatkan media sosial sebagai sarana dakwah. Namun, kajian mengenai konvergensi media masih didominasi oleh penelitian terhadap da'i populer, sehingga praktik konvergensi media dalam dakwah institusional oleh Penyuluh Agama Islam belum banyak diteliti.

Penelitian ini bertujuan untuk menganalisis praktik konvergensi media dakwah yang dilakukan oleh Penyuluh Agama Islam Kementerian Agama Kota Bandung. Fokus penelitian meliputi sinergi konten dakwah dengan berbagai platform media, bentuk kerja sama antarplatform maupun institusi, serta peran audiens dalam membentuk budaya partisipatif dakwah digital.

Penelitian ini menggunakan Teori Konvergensi Media Henry Jenkins yang menitikberatkan pada tiga dimensi, yaitu *flow of content across multiple media platforms*, *cooperation between multiple media industries*, dan *participatory culture* sebagai landasan dalam menganalisis praktik konvergensi media dakwah.

Penelitian menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode studi kasus. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi terhadap Penyuluh Agama Islam Kementerian Agama Kota Bandung. Analisis data menggunakan model Miles dan Huberman melalui reduksi data, penyajian data, serta penarikan kesimpulan, sedangkan keabsahan data diuji melalui triangulasi.

Hasil penelitian menunjukkan bahwa Penyuluh Agama Islam Kementerian Agama Kota Bandung telah menerapkan konvergensi media dengan mengintegrasikan berbagai platform digital dalam penyebaran konten dakwah sesuai karakteristik audiens. Praktik tersebut didukung oleh kolaborasi dengan berbagai pihak serta keterlibatan aktif audiens melalui interaksi dan penyebaran ulang konten. Temuan ini menunjukkan bahwa konvergensi media mampu memperluas jangkauan dakwah, memperkuat interaksi dengan masyarakat, serta mendukung efektivitas komunikasi dakwah dalam konteks kelembagaan pemerintah.

Kata Kunci: Konvergensi Media, Dakwah Digital, Penyuluh Agama Islam, Henry Jenkins, Kementerian Agama.

ABSTRACT

Muhammad Rasyid Faizulhaq: *Media Convergence in Islamic Da'wah by Islamic Religious Counselors of the Ministry of Religious Affairs of Bandung City (Case Study of Islamic Religious Counselors in Bandung City)*

The rapid development of information and communication technology has transformed Islamic preaching (da'wah) from conventional methods into digital-based communication. This transformation has been reinforced by the Directorate General of Islamic Community Guidance Decree Number 1172 of 2024, which encourages Islamic Religious Counselors to utilize social media as a medium for da'wah. However, previous studies on media convergence have primarily focused on popular preachers and independent da'wah communities, while media convergence in institutional da'wah conducted by Islamic Religious Counselors has received limited scholarly attention.

This study aims to analyze the practice of media convergence in da'wah conducted by Islamic Religious Counselors at the Ministry of Religious Affairs of Bandung City. Specifically, it examines the integration of da'wah content across multiple media platforms, the forms of collaboration among media platforms and institutions, and the role of audiences in fostering a participatory culture within digital da'wah practices.

This research employs Henry Jenkins' Media Convergence Theory as its theoretical framework, emphasizing three dimensions of media convergence: flow of content across multiple media platforms, cooperation between multiple media industries, and participatory culture. These dimensions are used to analyze how digital media are integrated into institutional da'wah practices.

This study adopts a constructivist paradigm with a qualitative approach and a case study method. Data were collected through in-depth interviews, observations, and documentation involving Islamic Religious Counselors at the Ministry of Religious Affairs of Bandung City. Data were analyzed using the interactive model of Miles and Huberman, while data validity was ensured through source, technique, and time triangulation.

The findings reveal that Islamic Religious Counselors have implemented media convergence by integrating various digital platforms to disseminate da'wah content according to audience characteristics. This practice is supported by collaboration with relevant stakeholders and active audience participation through interaction and content sharing. The study concludes that media convergence not only expands the reach of da'wah but also strengthens public engagement and enhances the effectiveness of institutional religious communication.

Keywords: *Media Convergence, Digital Da'wah, Islamic Religious Counselors, Henry Jenkins, Ministry of Religious Affairs.*