

ABSTRAK

Yunita Nuraida; Pengaruh *Fear Appeal* pada Pesan Dakwah Film *Siksa Kubur* terhadap Religiusitas Penonton (Studi Survei pada Siswi MAS Al-Ihsan Baleendah Bandung).

Film sebagai medium komunikasi massa tidak semata-mata hadir untuk memenuhi fungsi rekreatif, tetapi juga memiliki kapasitas sebagai *wasilah* penyampaian pesan dakwah yang mampu memengaruhi sikap, cara pandang, hingga kecenderungan perilaku penontonnya. Salah satu film yang mengangkat pesan dakwah melalui pendekatan *fear appeal* adalah film *Siksa Kubur*, yang melalui visualisasi azab kubur berupaya membangun kesadaran penonton mengenai pentingnya meningkatkan kualitas keimanan dan perilaku religius.

Penelitian ini diarahkan untuk mengkaji tiga hal utama: (1) tingkat *fear appeal* pada pesan dakwah film *Siksa Kubur* yang dipersepsikan oleh siswi MAS Al-Ihsan Baleendah Bandung; (2) mengetahui tingkat religiusitas siswi setelah menonton film tersebut; dan (3) mengetahui pengaruh *fear appeal* terhadap religiusitas penonton. Kajian ini berlandaskan *Extended Parallel Process Model* (EPPM) dari Kim Witte (1992) untuk menjelaskan variabel *fear appeal* (X), sedangkan variabel religiusitas (Y) dijelaskan menggunakan teori religiusitas Glock dan Stark (1968).

Pendekatan kuantitatif dengan metode survei digunakan untuk mengkaji pengaruh *fear appeal* terhadap religiusitas penonton. Sampel populasi penelitian terdiri atas 35 siswi kelas X MAS Al-Ihsan Baleendah Bandung yang telah menonton film *Siksa Kubur*. Mengingat jumlah populasi yang terbatas, semua anggota populasi dilibatkan sebagai responden penelitian. Data dikumpulkan melalui kuesioner dan selanjutnya dianalisis data menggunakan uji regresi linear sederhana, uji koefisien korelasi (R), uji koefisien determinasi (*R Square*), uji F, dan uji t dengan bantuan *IBM SPSS Statistics* versi 32.

Temuan penelitian memperlihatkan bahwa tingkat *fear appeal* berada pada taraf sedang dengan capaian 85,4%, dimensi *fear* (84,5%) dan *threat* (85,6%) termasuk kategori sedang, sementara *efficacy* 87,4% berada pada kategori tinggi. Tingkat religiusitas siswi juga tergolong pada taraf sedang (88,4%), dengan dimensi *The Belief* (93,3%), *Religious Practice* (88,9%), *The Experience* (86,4%), *The Knowledge* (82,5%), dan *The Consequences* (92,6%) berkategori sedang. Uji hipotesis membuktikan *fear appeal* pada pesan dakwah film *Siksa Kubur* berpengaruh positif dan signifikan terhadap religiusitas penonton ($t_{hitung} 4,470 > t_{tabel} 2,035$; sig. $0,000 < 0,05$), sehingga H_a diterima, dengan persamaan regresi $Y = 61,663 + 0,435X$, $r = 0,614$ (kuat), dan $R Square = 0,377$ (kontribusi *fear appeal* sebesar 37,7%). Temuan tersebut mengindikasikan bahwa *fear appeal* pada pesan dakwah film *Siksa Kubur* memiliki kontribusi positif terhadap religiusitas siswi yang menjadi responden penelitian, sekaligus menunjukkan potensi film sebagai salah satu medium penyampaian pesan dakwah kepada kalangan remaja.

Kata Kunci: *Fear appeal*, Pesan Dakwah, Film, Religiusitas, Siswi

ABSTRACT

Yunita Nuraida; *The Influence of Fear Appeal in the Da'wah Message of the Film Siksa Kubur on Audience Religiosity (A Survey Study of Female Students at MAS Al-Ihsan Baleendah Bandung).*

Film, as a medium of mass communication, does not merely serve a recreational function but also possesses the capacity to act as a *wasilah* for conveying da'wah messages that may influence viewers' attitudes, perspectives, and behavioral tendencies. One film that conveys da'wah messages through a fear appeal approach is *Siksa Kubur*. Through its visualization of the punishment of the grave, the film seeks to raise viewers' awareness of the importance of strengthening faith and religious behavior.

This study examines three main aspects: (1) the level of fear appeal perceived by female students in the da'wah message of the film *Siksa Kubur* at MAS Al-Ihsan Baleendah Bandung; (2) the level of students' religiosity after watching the film; and (3) the influence of Fear appeal on audience religiosity. The study employs Kim Witte's (1992) Extended Parallel Process Model (EPPM) to explain the fear appeal variable (X), while the religiosity variable (Y) is examined using Glock and Stark's (1968) theory of religiosity.

A quantitative approach with a survey method was employed to examine the influence of fear appeal on audience religiosity. The study involved 35 tenth-grade female students at MAS Al-Ihsan Baleendah Bandung who had watched *Siksa Kubur*. Due to the limited population size, all members of the population were included as respondents. Data were collected through questionnaires and analyzed using simple linear regression, correlation coefficient (R), coefficient of determination (R Square), F-test, and t-test with the assistance of IBM SPSS Statistics version 32.

The findings indicate that the level of fear appeal was categorized as moderate, with an overall score of 85.4%. The fear dimension (84.5%) and threat dimension (85.6%) were categorized as moderate, while the efficacy dimension (87.4%) was categorized as high. The students' overall religiosity was also categorized as moderate (88.4%), with The Belief (93.3%), Religious Practice (88.9%), The Experience (86.4%), The Knowledge (82.5%), and The Consequences (92.6%) all falling within the moderate category. Hypothesis testing demonstrated that fear appeal in the da'wah message of the film *Siksa Kubur* had a positive and significant influence on viewers' religiosity ($t\text{-count} = 4.470 > t\text{-table} = 2.035$; $\text{sig.} = 0.000 < 0.05$), resulting in the acceptance of H_a . The regression equation was $Y = 61.663 + 0.435X$, with $r = 0.614$, indicating a strong correlation, and $R\text{ Square} = 0.377$, indicating that fear appeal accounted for 37.7% of the variance in religiosity. These findings indicate that fear appeal in the da'wah message of the film *Siksa Kubur* makes a positive contribution to the religiosity of the students who participated in the study, while also demonstrating the potential of film as a medium for conveying da'wah messages to adolescents.

Keywords: Fear appeal, Da'wah Message, Film, Religiosity, Female Students