

ABSTRAK

Fachry Husaeni: Retorika Dialogis KH. Muhammad Faiz dalam Program Keagamaan di Televisi (Study Kasus pada Program Gapai Kemuliaan CNN Indonesia)

Program keagamaan masih memiliki tempat penting di tengah dominasi tayangan hiburan dan berita di televisi nasional karena fungsinya menyampaikan nilai moral dan spiritual kepada masyarakat. Salah satunya adalah Gapai Kemuliaan di CNN Indonesia, dengan KH. Muhammad Faiz sebagai narasumber utama, yang mengemas ceramah keislaman dalam format dialogis, berbeda dari program dakwah televisi lain yang cenderung monolog. Meski dialogis dinilai lebih efektif menjangkau audiens modern, belum banyak kajian yang membedah strategi retorika da'i dalam format tersebut di televisi berita nasional. Kesenjangan ini mendasari penelitian ini.

Penelitian ini berfokus pada bagaimana KH. Muhammad Faiz membangun kredibilitas dan otoritas dirinya sebagai pendakwah, membangun kedekatan emosional dengan audiens, serta menyusun pesan dakwah secara rasional dan argumentatif dalam program Gapai Kemuliaan.

Penelitian ini menggunakan kerangka retorika Aristoteles yang terdiri atas *ethos*, *pathos*, dan *logos*. *Ethos* dipahami sebagai kredibilitas komunikator, *pathos* sebagai kemampuan membangun kedekatan emosional, dan *logos* sebagai kekuatan argumentasi rasional. Ketiganya menjadi indikator analisis retorika dialogis KH. Muhammad Faiz.

Penelitian ini menggunakan paradigma konstruktivistik dan pendekatan kualitatif dengan metode studi kasus, karena retorika dialogis dipandang sebagai konstruksi makna yang terbentuk lewat interaksi antara da'i, format program, serta host dan audiens. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, lalu dianalisis lewat reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan KH. Muhammad Faiz membangun *ethos* lewat penguasaan dalil Al-Qur'an dan hadis serta kemampuan mengaitkan teks agama dengan kehidupan sehari-hari. *Pathos* dibangun lewat gaya penyampaian santun dan penuh empati, diselingi analogi dan humor ringan. *Logos* ditunjukkan lewat penyusunan materi yang runtut dan logis. Secara keseluruhan, retorika dialogis KH. Muhammad Faiz menunjukkan perpaduan seimbang antara *ethos*, *pathos*, dan *logos* yang membentuk komunikasi dakwah yang efektif dan persuasif.

Kata Kunci: Retorika Dialogis, *Ethos*, *Pathos*, *Logos*, KH. Muhammad Faiz, Gapai Kemuliaan

ABSTRACT

Fachry Husaeni: *The Dialogical Rhetoric of KH. Muhammad Faiz in Religious Programs on Television (Case Study on the Gapai Kemuliaan Program CNN Indonesia)*

Religious programs still hold an important place amidst the dominance of entertainment and news broadcasts on national television because of their function in conveying moral and spiritual values to the community. One of them is Gapai Kemuliaan on CNN Indonesia, with KH. Muhammad Faiz as the main speaker, who presents Islamic sermons in a dialogical format, unlike other television preaching programs that tend to be monological. Although dialogic formats are considered more effective in reaching modern audiences, there have not been many studies analyzing the rhetorical strategies of preachers in such formats on national news television. This gap underlies this research.

This research focuses on how KH. Muhammad Faiz builds his credibility and authority as a preacher, establishes emotional closeness with the audience, and composes da'wah messages rationally and argumentatively in the Gapai Kemuliaan program.

This research uses Aristotle's rhetorical framework, which consists of ethos, pathos, and logos. Ethos is understood as the credibility of the communicator, pathos as the ability to build emotional closeness, and logos as the strength of rational argumentation. All three become indicators of the dialogic rhetoric analysis of KH. Muhammad Faiz.

This research uses a constructivist paradigm and a qualitative approach with a case study method, as dialogic rhetoric is viewed as a construction of meaning formed thru the interaction between the preacher, program format, and host and audience. Data were collected thru observation, interviews, and documentation, then analyzed thru data reduction, data presentation, and conclusion drawing.

The research results show that KH. Muhammad Faiz builds ethos thru mastery of Quranic verses and hadiths, as well as the ability to relate religious texts to everyday life. Pathos is built thru a polite and empathetic delivery style, interspersed with analogies and light humor. Logos is demonstrated thru the orderly and logical arrangement of the material. Overall, the dialogic rhetoric of KH. Muhammad Faiz demonstrates a balanced combination of ethos, pathos, and logos that forms effective and persuasive da'wah communication.

Keywords: Dialogic Rhetoric, Ethos, Pathos, Logos, KH. Muhammad Faiz, Achieve Glory