



Strategic Branding in the Digital Age: Optimizing Pesantren Broadcasting Media for Institutional Image

Luthfi Hidayah¹, Anas Alhifni², Moch Khoirul Ilham³

^{1,2,3}Universitas Sunan Drajat Lamongan, Indonesia

Corresponding Email: luthfihidayah@unsuda.ac.id

Received: 27-12-2025

Reviewed: 06-01-2026

Accepted: 28-02-2026

Abstract

The development of religious institution-based broadcasting media has opened a strategic space for Islamic boarding schools (pondok pesantren) to build their institutional image within society. Radio and TV Persada of Sunan Drajat Islamic Boarding School in Lamongan serve as da'wah media and mass communication tools that play a significant role in shaping public perception regarding the existence and values of the pesantren. This study aims to analyze the role of Radio and TV Persada in shaping the image of the Sunan Drajat Lamongan Islamic Boarding School and to identify the supporting and inhibiting factors in its implementation. This study uses a qualitative case-study approach. Data collection techniques included in-depth interviews with media managers, Islamic boarding school leaders, and listeners/viewers, observation of broadcast content, and documentation of Persada Radio and TV programs. Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing. The analytical framework of this study draws on mass communication theory, specifically uses and gratifications theory, to understand how media messages are constructed and received by audiences. The results show that radio and television play an important role in building a positive image of Islamic boarding schools by consistently broadcasting religious, educational, and institutional information relevant to community needs. Consistency of messages, credibility of preachers and Islamic boarding school leaders, and the media's proximity to the community are key factors in strengthening the institution's image. That said, limitations in human resources, broadcasting technology, and broadcast coverage remain challenges to optimizing the media's role. This study is expected to contribute theoretically to the development of studies on da'wah communication and pesantren media, as well as practically to pesantren broadcasting media managers in designing effective communication strategies to build a sustainable institutional image.

Keywords: Pesantren Radio, Pesantren TV, Institutional Image, Mass Communication, Media Da'wah.

Introduction

Advances in communication technology have brought significant transformation in how religious institutions deliver da'wah messages and build their public image. Pesantren, traditionally known as educational institutions relying on face-to-face learning, are now expected to establish a presence in digital spaces and electronic media to remain relevant amid increasingly modern social dynamics (Raharjo, N. P., & Ibad, 2024). These changes in the media landscape have encouraged Islamic boarding schools to manage internal media not only as a means of spreading religious teachings, but also as a strategic tool for building the institution's reputation (institutional image building) (Rakhmat, 2012).

In this context, Islamic boarding schools no longer use media solely as a means of spreading religious teachings but also as a strategic tool for institutional image-building. Internal media, such as boarding school radio, television, websites, and digital channels, are used to showcase the identity of Islamic boarding schools, their traditional values, and institutional modernity (Kholili, M., Izudin, A., & Hakim, 2024). Thus, the media of pesantren da'wah has shifted from just a means of religious delivery to an instrument to strengthen the

reputation and social legitimacy of institutions in the digital era (Lövheim, M., & Hjarvard, 2014).

Sunan Drajat Islamic Boarding School (*Pondok Pesantren Sunan Drajat/PPSD*) Lamongan is one of the boarding schools that is adaptive in utilizing media as part of its da'wah system and strengthening the image of the institution (Hjarvard, 2008). In today's modern era, religious institutions are required not only to preserve traditions but also to make strategic adaptations through internal media. The use of Radio Persada FM and TV Persada by PPSD reflects how Islamic boarding schools integrate traditional preaching with modern communication mechanisms as a form of religious mediatization (Lövheim, M., & Hjarvard, 2014).

The PPSD uses Radio Persada FM and TV Persada to deliver content on religious preaching, education, religious arts, and information on pesantren activities to the wider community. The existence of these two media outlets provides opportunities for pesantren to construct a positive image as modern, open, and influential Islamic educational institutions. This practice is in line with the findings (Campbell, H. A., & Bellar, 2023). Which emphasize that digital and electronic media enable religious institutions to build a new identity that is more open and accessible to the wider community. In the context of Islamic boarding schools, structured content disseminated through broadcast media not only serves as a means of education but also becomes a strategic instrument in institutional image building, as explained in the literature on organizational communication (Cornelissen, 2017).

Radio Persada and TV Persada not only carry out the function of tabligh, but also serve as branding media for the institution. Through attractive programming such as religious lectures, talk shows, thematic studies, documentation of santri activities, and educational programs, pesantren can shape public perception of the quality of education, the credibility of caregivers, and the social role of pesantren (Campbell, H. A., & Bellar, 2023). In this way, the media of Sunan Drajat Islamic Boarding School plays a role in expanding the reach of da'wah while simultaneously strengthening the pesantren's image as an innovative, adaptive, and responsive institution to the advancements in communication technology.

Several studies have discussed the role of religious media in da'wah activities and the dissemination of Islamic values. However, studies that treat pesantren media as an instrument for shaping institutions' image and branding remain limited. Previous studies have generally focused on the effectiveness of da'wah messages and the educational function of media, without examining in depth how the content strategy and communication style of pesantren media influence public perception, trust levels, and the social capital of institutions (Campbell, H. A., & Bellar, 2023).

Besides that, studies on radio and television in Islamic boarding schools are mostly descriptive and have not empirically examined the relationship among program packaging, audience reception, and institutional image formation. In fact, in the context of a digital society, religious media also function as a space for the representation of identity and social legitimacy of religious institutions (Couldry, 2013).

Literature Review

Previous research has a strategic function in developing a research framework and serving as a conceptual and methodological reference for future research. Through a literature review, authors obtain an overview of previous findings, approaches, and research foci, enabling comparison and confirmation of the research's novelty.

A study by (Barokah, 2025) Highlights the business model of Radio Suara Gontor FM (SUARGO FM), a pesantren-based radio station in the era of media convergence. The results of the study show that SUARGO FM does not operate fully as a community radio station; rather, it adopts a business radio model with broad broadcast reach while maintaining its focus on da'wah and education. The transition to digital radio is an adaptation to developments in communication technology. This research is relevant to examining the dynamics of pesantren media management in the digital era. Still, it focuses more on business models and media convergence, without specifically examining the media's role in shaping the image of pesantren institutions.

Next, research by R, M. Kurma Nur Faifaturo, (2024), discusses the role of public relations in maintaining the image of the Nurul Wafa Islamic Boarding School. The findings of the study show that the image of the boarding school is built through optimal service, quality education, strong leadership, and the use of social media as a means of public communication. Image-building strategies are also carried out through digital promotion, publication of achievements, and the role of alumni as communication agents. Although this study emphasizes the importance of media in shaping the image of Islamic boarding schools, it focuses primarily on the functions of public relations and social media, without discussing in depth the role of broadcast media, such as radio and television, in these schools.

The study (Lukmanul Hakim, Kinkin Yuliaty Subarsa Putri, 2023) examines television as a medium for preaching in Indonesian society through a theoretical lens. The results of the study confirm that the effectiveness of preaching on television depends not only on the medium's power but also on preachers' ability to adapt their methods and techniques to television's characteristics. This study provides a conceptual basis for preaching on television. Still, it is general in nature and does not specifically relate it to the institutional context of Islamic boarding schools or to its implications for the institution's image.

Meanwhile, research (Muhammad Siddiq, Winda Kustiawan, Muhammad Dhio Irzwansyah, 2022) confirms the existence of radio as a medium for preaching that remains relevant in the contemporary era. Radio is considered an effective medium for delivering preaching messages profoundly and interactively, and a credible source of information amid the prevalence of digital hoaxes. This study reinforces the argument about the strategic role of radio as a medium for religious preaching. However, it still focuses on the general function of religious preaching and has not yet linked it to the formation of the image of Islamic educational institutions.

The study (Bakhri, 2020) discusses strategy in retaining listeners through program management, broadcast innovation, and routine evaluation. This study provides a practical overview of radio management strategies to maintain audience interest. Although relevant to management and broadcast strategy, this study does not specifically examine radio as a medium for preaching or its role in building the image of religious institutions.

Based on a review of previous studies, it can be concluded that research on pesantren da'wah media has been extensive, covering aspects such as business models, da'wah strategies, public relations, and the presence of radio and television media. However, there remains a gap in comprehensive studies that simultaneously examine the role of pesantren radio and television in institutional image formation, particularly within the context of pesantren as both educational and da'wah institutions. This study holds academic urgency in addressing that gap by investigating the Optimization of Pesantren Broadcasting Media in Building Institutional Image in the Digital Era: A Study of Radio and TV Persada at Sunan Drajat Islamic Boarding School, Lamongan, amid the dynamics of contemporary media and society.

Research Method

This study uses a descriptive, qualitative approach to gain an in-depth understanding of the media da'wah strategies employed by Radio and TV Persada in shaping the institution's image. A qualitative approach was chosen because it allows authors to explore the meaning, process, and social context surrounding media da'wah practices, both from the perspective of the managers and the audience (Creswell, 2018). The descriptive nature of this research is intended to provide a factual, systematic, and accurate description of the phenomenon being studied (Nawawi, 2012). The research subjects were determined through purposive sampling, which is the deliberate selection of informants based on their involvement and knowledge of the research focus (Sugiyono, 2019). Research informants included Radio Persada managers, TV Persada managers, the public relations department of the Sunan Drajat Islamic boarding school, and Persada media audiences or viewers who were deemed capable of providing relevant and in-depth information. Data collection was conducted through in-depth interviews, observation, and documentation. In-depth interviews were used to comprehensively explore the views, experiences, and strategies of media managers and public relations personnel (Moleong, 2019). Observations were made on the program production process, broadcasting techniques, and broadcast content of Radio and TV Persada to understand the practice of media da'wah in its natural context (Spradley, 2007). Documentation includes broadcast recordings, program archives, and digital content that serve as supporting data to reinforce research findings (Sugiyono, 2019).

Data analysis was conducted using Miles and Huberman's interactive model, which includes data reduction, data presentation, conclusion drawing, and verification stages (Miles, M. B., Huberman, A. M., & Saldaña, 2014). Data reduction involves selecting and focusing on data relevant to the research objectives. The reduced data is then presented as narratives and analytical themes to understand patterns and relationships within the data clearly. The final stage is carried out by drawing conclusions that are continually verified against field data. Data validity is maintained through source triangulation, technique triangulation, and member checking. Source triangulation is carried out by comparing information from various informants to test data consistency (Patton, 2002), while technical triangulation was carried out by combining interviews, observations, and documentation as recommended by (Denzin, 2010). To ensure consistency between the researcher's interpretation and the meaning intended by the informants, member checks were also carried out by confirming the findings with the informants (Creswell, 2018).

Result/Findings

1. The Role of Radio and TV Persada in Building Institutional Image

a. History of the Establishment of Radio and TV Persada

Persada Radio was established in 2003 with the assistance of an FM transmitter from the Ministry of Agriculture as a means of preaching, information, and entertainment based on Islamic boarding schools. After the equipment and antenna preparations were completed, the radio station began trial broadcasts in early 2004 at 101.6 MHz, covering a wide area in Pantura, East Java. The positive development of this media outlet then encouraged the Islamic boarding school to add Persada TV as a means of preaching, responding to the community's need for audiovisual preaching. This entire initiative was carried out under the leadership of KH. Abdul Ghofur with a vision of forming a strong civil society based on moderate Islamic values and continuing the spirit of Walisongo (Sendi Ramadhan, 2024).

Radio Persada FM Radio mostly broadcasts Islamic preaching and recitation programs, including lectures and Islamic wisdom guided by Islamic boarding school leaders, thereby strengthening its role as a medium for preaching (Mokhtar, 2018). Persada Radio, which developed as a medium for religious preaching, later encouraged the establishment of Persada TV, a local television station owned by the Sunan Drajat Islamic boarding school, to meet the needs of people who wanted to enjoy religious lectures visually, not just audibly on the radio. (Naqqiyah, 2021). Persada TV operates as an audiovisual media outlet presenting religious lectures, religious studies, and other Islamic programs that expand the reach of religious outreach beyond radio broadcasts (Ahmad Iwan Zunaih, 2018).

b. The Role of Radio and TV Persada in Building Institutional Image.

Radio Persada FM functions not only as a da'wah medium but also as a vital tool in shaping and reinforcing the image of Sunan Drajat Islamic Boarding School as an Islamic educational institution that is relevant, contextual, and closely connected to the community. Since its establishment, Radio Persada has delivered broadcasts distinctive in character and grounded in pesantren values, helping to position the institution not merely as a traditional religious organization but as one that is adaptive to developments in mass communication. Studies show that Radio Persada FM has remained active and continues to be a preferred da'wah medium among the public because its programming combines religious messages with information, entertainment, and reinforcement of local cultural values, delivered in both Javanese and Indonesian. This approach helps shape the pesantren's image as an institution capable of delivering Islamic teachings in a way that is contextual and meaningful to the daily lives of local communities (Tazkia Aulia Rahmah, 2025).



Figure 1. Estimated Content Composition of Persada (Radio & TV).

In general, Da’wah / Religious Teaching 50%, Education (Books/Santri) 20%, Local Information / Agenda 15%, Entertainment / Music & Other Programs 15% the content composition shows that Radio and TV Persada prioritizes religious preaching and education as the core of its broadcasts, supported by information and entertainment functions, thereby contributing positively to the formation of the image of Islamic boarding schools as religious, educational, and community-oriented institutions (Nurhayati, R., Nurlaila, 2024).

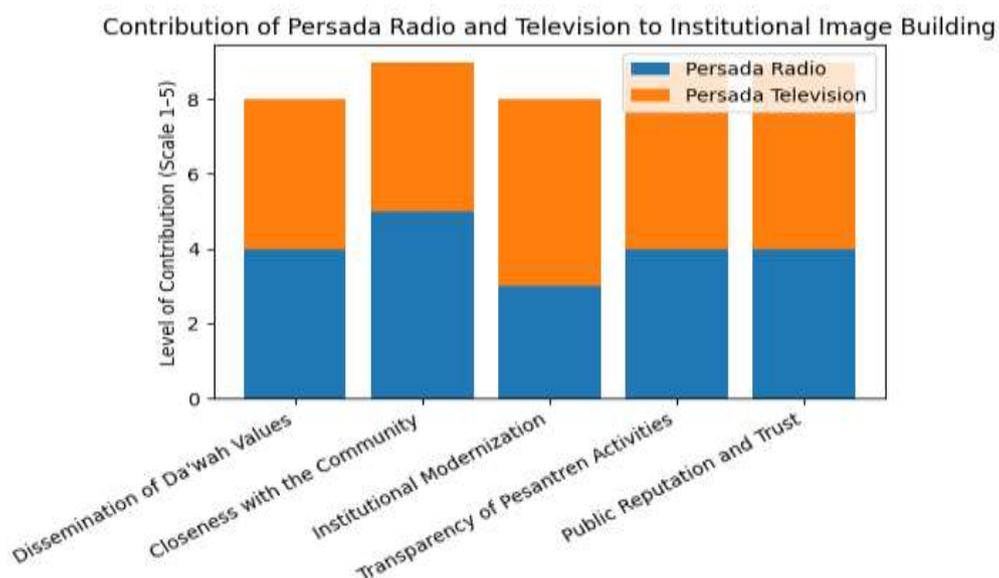


Figure 2. Contribution of Radio and TV Persada in Building Institutional Image

Based on Radio and TV Persada's contribution graph, both media outlets significantly shape the image of Islamic boarding schools. Radio and TV Persada play an effective role in spreading the values of da'wah, bringing Islamic boarding schools closer to the community, and increasing the transparency of Islamic boarding school activities (Salsabila, A. Z., Effendy, E., & Ginting, 2022). In fact, Radio and TV Persada also contribute positively to the institution's modernization and strengthen its reputation and public trust. Overall, Radio and TV Persada media have become strategic tools in building the image of Islamic boarding schools as religious, open, and trusted by the community (Mukaromah, M., & Yusriana, 2019).

2. Strategies for Delivering Da'wah Content on Radio and TV Persada in Building Institutional Image

Radio and TV Persada at Sunan Drajat Islamic Boarding School in Lamongan implement a planned and contextual strategy for delivering da'wah content, aiming to build the pesantren's image as a religious, moderate, and time-responsive institution. This strategy is not only focused on conveying Islamic teachings but also on managing messages to suit the audience's characteristics and the broadcasting medium. (Ritonga, 2018). States that mass media does not merely convey information, but also acts as an agent of social reality construction that can shape public perceptions and images of individuals and institutions. For this reason, systematic management of religious messages is an important element in building a positive representation of Islamic boarding schools in the public discourse.

In the context of da'wah communication, selecting messages that are contextual and relevant to the audience's needs is in line with (P, 2018) view that the suitability of the message, communicator, channel, and audience largely determines the effectiveness of communication. A strategy for delivering da'wah content that takes into account the characteristics of the audience and the broadcasting media allows religious messages to be received more persuasively and sustainably, thereby contributing to the formation of a credible and adaptive institutional image.

3. Supporting and Inhibiting Factors in the Role of Radio and TV Persada in Building Institutional Image

The role of Radio and TV Persada at Sunan Drajat Islamic Boarding School in Lamongan in building institutional image is influenced by various supporting and inhibiting factors that affect the effectiveness of the pesantren's da'wah media. These factors are both internal and external, and together they determine the extent to which da'wah messages are received by audiences and shape positive public perception of the pesantren. The following are the supporting and inhibiting factors identified by the authors:

a. Supporting Factors

One of the main supporting factors is the institutional credibility of the pesantren. Sunan Drajat Islamic Boarding School holds strong social and religious legitimacy in the community, so da'wah messages delivered through Radio and TV Persada are generally received with high trust. (Perbawaningsih, 2012) explain that the credibility of the message source is a key factor in influencing audience acceptance and attitudes. When da'wah media operate under an

institution that holds recognized scholarly and moral authority, the institution’s positive image is further reinforced.

b. Inhibiting Factors

On the other hand, several inhibiting factors affect the optimal role of Radio and TV Persada in shaping institutional image. One major constraint is limited technical resources. Pesantren-based broadcasting media generally face challenges related to production equipment, broadcast quality, and the development of professional-level content. (Marcelinus Muklis, 2024) emphasizes that the technical quality of media influences audience perception of an institution’s credibility and professionalism. These limitations can potentially reduce program appeal and slow down the process of strengthening the institution’s image.

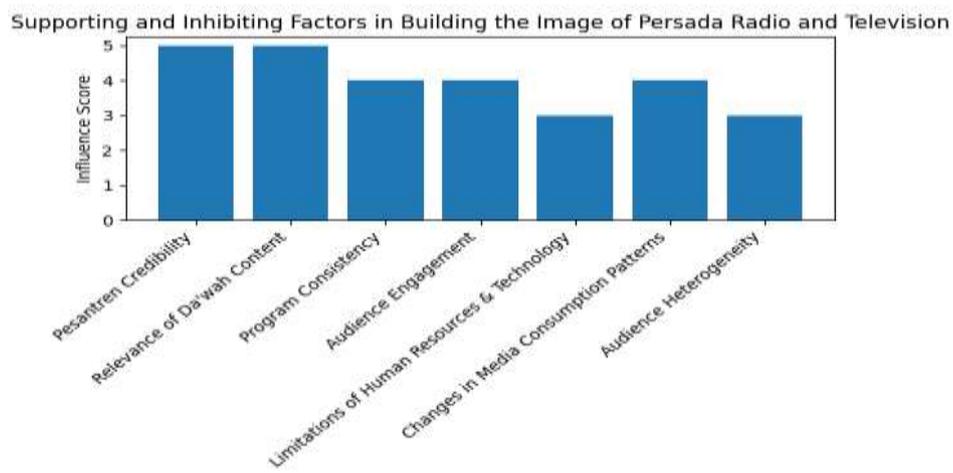


Figure 3. Supporting and Inhibiting Factors in the Formation of Radio and TV Persada’s Institutional Image

Institutional credibility and the relevance of da'wah content are the main factors in building a positive image for religious media, as audience trust is strongly influenced by the authority of the source and how well the message aligns with the values held by the community (Mukaromah, M., & Yusriana, 2019);(Yumiarti, Yuyun, 2020). Program consistency and audience engagement also play a crucial role in strengthening public loyalty and positive perception toward media, particularly community-based da'wah media (Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, 2007);(Salsabila, A. Z., Effendy, E., & Ginting, 2022). Meanwhile, limitations in human and technological resources, shifting media consumption patterns, and audience heterogeneity have become major challenges in managing da'wah broadcasting media in the digital era (Nurhayati, R., Nurlaila, 2024);(Handayani, Widhia Seni, 2024).

Discussion

Table 2. Research Conclusion: Optimization of Pesantren Broadcasting Media in Building Institutional Image in the Digital Era – A Study of Radio and TV Persada at Sunan Drajat Islamic Boarding School, Lamongan

No	Aspect of Analysis	Key Research Findings	Audience Acceptance Level	Implication for Institutional Image
1	Information Function	Pesantren activities are regularly communicated, but content remains focused mainly on religious lectures (ngaji)	Moderately High	The pesantren is perceived as open and informative
2	Da'wah Educational Function	Religious lectures by the kiai dominate programming and are highly trusted	High	The image of Islamic boarding schools as centers of Islamic education
3	Religious Entertainment	Religious entertainment is viewed positively but lacks variety	Moderately High	The image of a religious and moderate Islamic boarding school
4	Public Trust	The media significantly enhances public trust in the pesantren	Very High	Islamic boarding schools are considered credible and authoritative
5	Institutional Reputation & Image	The pesantren is seen as superior to other institutions due to its own media platform	Very High	Strong and competitive institutional image

Based on Table 2, it can be concluded that Radio and TV Persada of the Sunan Drajat Islamic Boarding School in Lamongan play a significant role in building the institution's image. The aspects of public trust and institutional reputation show the highest levels of audience acceptance, indicating that the presence of pesantren-owned media effectively strengthens the institution's legitimacy, credibility, and public appeal. Meanwhile, the educational and religious entertainment functions also contribute positively, though they still require greater variety in content to avoid monotony. Overall, Radio and TV Persada function effectively not only as da'wah media but also as strategic instruments for building the pesantren's institutional image.

Table 3. Audience Acceptance Level of Radio and TV Persada at Sunan Drajat Islamic Boarding School, Lamongan

Assessment Aspect	Acceptance Level (%)
Information Function	70%
Educational Function	80%
Religious Entertainment	75%
Public Trust	85%
Reputation & Institutional Image	90%

Based on the Table 3, it is evident that Radio and TV Persada of Sunan Drajat Islamic Boarding School in Lamongan play a strategic role in delivering da'wah messages while simultaneously shaping the institution's public image. This dual role is reflected in their planned, contextual, and sustained approach to delivering da'wah content, as well as in the relatively high level of audience acceptance of their broadcast programs. These findings align with the view that da'wah media serve a dual function, not only as a channel for religious messaging but also as a medium for shaping public perception and institutional image in the broader community (Effendy, 2023; Kriyantono, 2014). In the context of mass communication, message consistency and content relevance to audience values contribute significantly to the formation of trust and a positive image of the institution (Tazkia Aulia Rahmah, 2025; Ardianto, E., & Komala, 2016). In this way, pesantren media can be understood as a strategic instrument for constructing an institutional image grounded in the religious and cultural values of pesantren.

The results of this study can be explained through the Uses and Gratifications Theory perspective, which places the audience as active subjects in the media communication process (Katz, E., Blumler, J. G., & Gurevitch, 1974). confirmed that audiences use media to fulfill certain needs, such as the need for information, education, and reinforcement of values. In the context of Radio and TV Persada, audiences accept and appreciate religious programs that fulfill their spiritual and social needs. The fulfillment of these needs leads to audience satisfaction, which in turn reinforces positive perceptions of Islamic boarding schools as relevant and responsive religious institutions.

Furthermore, from the perspective of mass communication theory, (McQuail, 2010) states that the media not only reflects social reality but also plays an active role in shaping public perceptions and images of an institution. This is reflected in research findings showing that Radio and TV Persada broadcasts featuring educational, social, and religious activities at Islamic boarding schools broaden the public's understanding of the role and contributions of these schools. This representation indirectly builds the image of the Sunan Drajat Islamic Boarding School as a moderate, inclusive Islamic institution oriented towards the welfare of the people.

The discussion of these research findings shows a strong connection between empirical field data and the communication and da'wah theories used as analytical tools. These findings reinforce the relevance of da'wah communication theory in the context of pesantren media and affirm that mass media play a crucial role in shaping public perception, attitudes, and the image of religious institutions in society (Effendy, 2003; McQuail, 2010). In addition, the results of this study provide practical contributions to the development of communication strategies for

religious institutions, particularly in the management of planned and sustainable media for religious propagation. In line with Husna, Stefani Nurul, (2025) view, effective communication management can build a positive institutional image and increase public trust. Through a professional and contextual media approach, Radio and TV Persada have proven capable of carrying out their da'wah function while effectively shaping the institution's image amid the dynamics of modern society (Saputra, M. Reza, 2025).

Conclusion

Based on the research findings and discussion, it can be concluded that Radio and TV Persada of Sunan Drajat Islamic Boarding School in Lamongan play a strategic role in shaping the institution's image. These media serve not only as channels for delivering da'wah but also as institutional communication tools that foster a positive public perception of the pesantren. (Imran, 2012) emphasizes that media can shape public perception through repeated, consistent message representation, thereby influencing how society views an institution.

Findings regarding the effectiveness of Radio and TV Persada's information, educational, preaching, and religious entertainment functions can be explained by the Uses and Gratifications Theory. (Katz, E., Blumler, J. G., & Gurevitch, 1974). argue that audiences actively use media to fulfill specific needs, such as obtaining information, seeking education, and reinforcing values. When media successfully meet these needs, audience satisfaction is generated, which in turn enhances trust and fosters a positive image of the institution managing the media.

The authors conclude that, first, in terms of the information function, Radio and TV Persada effectively deliver regular, structured updates on pesantren activities, thereby shaping an image of the institution as open and informative. Second, regarding the da'wah education function, broadcast programs featuring Islamic studies, religious lectures by kiai, and pesantren values significantly reinforce Sunan Drajat Islamic Boarding School's image as a credible Islamic educational institution focused on strengthening moral character.

Third, the religious entertainment function, presented respectfully and in context, makes da'wah more accessible to the public and helps build an image of the pesantren as moderate and adaptive to contemporary developments. Fourth, audience acceptance of Radio and TV Persada programs shows positive results, reflected in growing public trust and community loyalty toward the pesantren. This indicates that the implemented communication strategy aligns well with the audience's needs and expectations.

Moreover, the high level of audience acceptance and the growing public trust in Sunan Drajat Islamic Boarding School reinforce the view that da'wah media play a crucial role in the social legitimation process of religious institutions. This aligns with (Bungin, 2020) argument that an institution's image is formed through continuous communication between the institution and its public, particularly via mass media.

In summary, Radio and TV Persada have proven effective in building the image of the Sunan Drajat Islamic Boarding School in Lamongan as a religious, professional, and responsive institution. The presence of this internal pesantren media serves as a vital asset in strengthening social legitimacy and expanding the reach of the pesantren's da'wah amid the dynamics of modern society. It functions effectively both as a da'wah medium and as a tool for institutional image building, supported by mass communication and da'wah theories that

position media as a strategic instrument in fostering trust, reputation, and social legitimacy for religious institutions (Arifin, 2011).

References

- Ahmad Iwan Zunaih, N. (2018). Analisis Model Kepemimpinan Dan Strategi Kiai Dalam Pengembangan Pondok Pesantren Sunan Drajat Paciran Lamongan Jawa Timur. *Umul Qura (Jurnal Ilmiah Institut Pesantren Sunan Drajat) Lamongan*, Vol. 12 No. (Vol. 12 No. 2 (2018): Ummul Qura: Jurnal Ilmiah Institut Pesantren Sunan Drajat (INSUD) Lamongan). <https://doi.org/10.55352/uq.v12i2.415>
- Ardianto, E., & Komala, L. (2016). *Komunikasi Massa*. Simbiosis Rekatama Media. <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/99048/slug/komunikasi-massa-suatu-pengantar.html>
- Arifin, A. (2011). *Dakwah dan Komunikasi*. Simbiosis Rekatama Media. https://penerbitsimbiosa.com/product-tag/komunikasi/?utm_source=chatgpt.com
- Bakhri, K. (2020). Strategi Radio Dakwah Islam Semarang Dalam Meningkatkan Pendengar. *Sahafa (Journal Of Islamic Communication)*, Vol. 3 No. (Vol. 3 No. 1 (2020): Sahafa Journal of Islamic Communication). <https://doi.org/10.21111/sjic.v3i1.4608>
- Barokah, T. N. (2025). Analisis Model Bisnia PT. Radio Suara Gontor FM (SUARGO FM) Sebagai Radio Berbasis Pesantren di Era Konvergensi Media,. *Jurnal SAHAFI (Journal of Islamic Communication)*, Vol. 7, No, 180. <https://doi.org/10.21111/sjic.V7i2.13304>
- Bungin, B. (2020). *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya*. Kencana.
- Campbell, H. A., & Bellar, W. (2023). *Digital Religion: The Basics*. Routledge. <https://doi.org/10.4324/9781003058465>
- Cornelissen, J. (2017). *Corporate Communication: A Guide to Theory and Practice*. SAGE. <https://study.sagepub.com/cornelissen4e>
- Couldry, N. (2013). *Media, society, world: Social theory and digital media practice*. Polity Press. <https://doi.org/10.7146/mediekultur.v29i54.8080>
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications. <https://doi.org/10.4135/9781506386713>
- Denzin, N. K. (2010). *The Research Act: A Theoretical Introduction to Sociological Methods*. Transaction Publishers. <https://www.routledge.com/The-Research-Act/Denzin/p/book/9780202369293>
- Effendy, O. U. (2003). *Ilmu Teori dan Filsafat Komunikasi*. PT CitraAditya Bakti. <https://citraadityabakti.com>
- Effendy, O. U. (2023). *Ilmu Komunikasi: Teori dan Praktek*. Remaja Rosdakarya. <https://rosda.co.id>
- Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2007). Defining strategic communication. *International Journal of Strategic Communication*, 1(1), 3–35. <https://doi.org/10.1080/15531180701285244>
- Handayani, Widhia Seni, J. (2024). Social Media and Mass Communication in the Digital Era: A Narrative Review. *Communica (Journal Of Communication)*, Vol. 2 No. (Vol. 2 No. 1 (2024): January 2024). <https://doi.org/10.61978/communica.v2i1.644>

- Hjarvard, S. (2008). The mediatization of religion: A theory of the media as agents of religious change. *Northern Lights*, 6(1), 9–26. https://doi.org/https://doi.org/10.1386/nl.6.1.9_1
- Husna, Stefani Nurul, E. T. A. (2025). Studi Tentang Strategi Komunikasi Publik Kominfo Kota Bengkulu dalam Mendorong Literasi di Masa Transformasi Digital. *Federalisme (Jurnal Kajian Hukum Dan Ilmu Komunikasid)*, Vol. 2 No.(Vol. 2 No. 3 (2025): Agustus : Federalisme : Jurnal Kajian Hukum dan Ilmu Komunikasi). <https://doi.org/10.62383/federalisme.v2i3.1074>
- Imran, H. A. (2012). Media Massa, Khalayak Media, The Audience Theory, Efek Isi Media dan Fenomena Diskursif. *KOMDIGI (E-Jurnal Kementerian Komunikasi Dan Digital)*, Vol. 16 No(Vol. 16 No. 1 (2012): Jurnal Studi Komunikasi dan Media). <https://doi.org/10.31445/jskm.2012.160103>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1974). *Utilization of Mass Communication by the Individual*. In J. G. Blumler & E. Katz (Eds.), *The Uses of Mass Communications: Current Perspectives on Gratifications Research*. SAGE. <https://us.sagepub.com/en-us/nam/the-uses-of-mass-communications/book204504>
- Kholili, M., Izudin, A., & Hakim, M. L. (2024). *Islamic proselytizing in digital religion in Indonesia: the challenges of broadcasting regulation*. *Cogent Social Sciences*. <https://doi.org/10.1080/23311886.2024.2311623>
- Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi*. Kencana. <https://doi.org/redaksi@kencana.co.id>
- Lövheim, M., & Hjarvard, S. (Eds.). (2014). *Mediatization and Religion*. Nordicom / Routledge. <https://www.routledge.com/Mediatization-and-Religion/Lovheim-Hjarvard/p/book/9781138775503>
- Lukmanul Hakim, Kinkin Yuliaty Subarsa Putri, H. A. (2023). Pengaruh Pemanfaatan Media Komunikasi Televisi terhadap Kinerja Jurnalis di masa Pandemi Covid-19. *Communicology : Jurnal Ilmu Komunikasi*, Vol. 11 No. 1. <https://doi.org/https://doi.org/10.21009/COMMUNICOLOGY.031.10>
- Marcelinus Muklis, M. S. (2024). Peran Media Massa Dalam Kebijakan Publik. *Jurnal Ilmu Sosial Dan Ilmu Politik*, Vol. 4 No.(Vol. 4 No. 2 (2024): Jurnal Ilmu Sosial dan Ilmu Politik). <https://doi.org/https://doi.org/10.30742/juispol.v4i2.4159>
- McQuail, D. (2010). *McQuail's Mass Communication Theory (6th ed.)*. SAGE Publications. <https://us.sagepub.com/en-us/nam/mcquails-mass-communication-theory/book234996>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications. <https://us.sagepub.com/en-us/nam/qualitative-data-analysis/book246128>
- Mokhtar, A. (2018). The Television Advertising Framework in Malaysia and The Salience of Ideals for Malay Muslims and Malaysians: A Framing Perspective for Nation Building. *Jurnal Komunikasi: Malaysian Journal of Communication*, Vol 34, No. <https://doi.org/https://doi.org/10.17576/JKMJC-2018-3403-09>
- Moleong, L. J. (2019). *Metodologi Penelitian Kualitatif*. Remaja Rosdakarya. <https://rosda.co.id>
- Muhammad Siddiq, Winda Kustiawan, Muhammad Dhio Irzwansyah, D. (2022). Eksistensi Radio Sebagai Pengembangan Dakwah. *Jurnal Edu Society (Jurnal Pendidikan, Ilmu Sosial Dan Pengabdian Kepada Masyarakat)*, Vol.02 No.(Vol. 2 No. 3 (2022): Oktober

- 2022-Januari 2023), 791-795. <https://doi.org/https://doi.org/10.56832/edu.v2i3.275>
- Mukaromah, M., & Yusriana, A. (2019). Publikasi pemberitaan dalam pembentukan citra lembaga. *Islamic Communication Journal*, 4(1), 80–91. <https://doi.org/10.21580/icj.2019.4.1.3567>
- Naqqiyah, M. S. (2021). *Transformasi teknologi komunikasi dakwah pesantren sunan drajat lamongan menuju era industri* [universitas islam negeri sunan ampel surabaya]. <https://digilib.uinsa.ac.id>
- Nawawi, H. (2012). *Metode Penelitian Sosial*. Gadjah Mada University Press. <https://ugmpress.ugm.ac.id>
- Nurhayati, R., Nurlaila, & M. J. (2024). Kontribusi Sinjai TV sebagai pusat syiar komunikasi pendidikan agama Islam. *RETORIKA: Jurnal Kajian Komunikasi Dan Penyiaran Islam*, Volume 6, 33–48. <https://doi.org/https://doi.org/10.47435/retorika.v6i2.3121>
- P, I. F. D. (2018). Komunikasi dan Publisitas Ditinjau Dalam Komunikasi Massa. *Al-Hikmah Media Dakwah, Komunikasi, Sosial Dan Budaya*, Vol 9 No 2(Deni P, I. F. (2018). Komunikasi dan Publisitas Ditinjau Dalam Komunikasi Massa. *Al-Hikmah Media Dakwah, Komunikasi, Sosial Dan Kebudayaan*, 9(2), 13-25. <https://doi.org/10.32505/hikmah.v9i2.1736>. <https://doi.org/https://doi.org/10.32505/hikmah.v9i2.1736>
- Patton, M. Q. (2002). *Qualitative Research and Evaluation Methods*. SAGE Publications. <https://doi.org/10.4135/9781506326139>
- Perbawaningsih, Y. (2012). Menyoal Elaboration Likelihood Model (ELM) dan Teori Retorika. *Jurnal Ilmu Komunikasi*, Vol. 9 No.(Vol. 9 No. 1 (2012)). <https://doi.org/10.24002/jik.v9i1.50>
- R, M. Kurma Nur Faifatur, Z. M. (2024). Public Relation dalam Memelihara Citra Pondok Pesantren. *Ihtikom(Jurnal Manajemen Pendidikan Islam)*, Vol. 3 No., 206. <https://doi.org/DOI:10.70412/itr.v3i2.106>
- Raharjo, N. P., & Ibad, N. (2024). Transformasi Pesantren di Era Digital: Peluang dan Tantangan dalam Aspek Dakwah dan Pendidikan. *Masjiduna: Jurnal Ilmiah Stidki Ar-Rahmah*, 7(1), 39–47. <https://doi.org/10.52833/masjiduna.v7i1.211>
- Rakhmat, J. (2012). *Psikologi Komunikasi*. Remaja Rosdakarya. https://books.google.com/books/about/Psikologi_komunikasi.html?hl=id&id=riSdtQEA_CAAJ
- Ritonga, E. Y. (2018). Teori Agenda Setting dalam Ilmu Komunikasi. *Journal Simbolika Research and Learning In Communication Studi*, Vol. 4 No.(Vol. 4 No. 1 (2018): Jurnal Simbolika April). <https://doi.org/10.31289/simbollika.v4i1.1460>
- Salsabila, A. Z., Effendy, E., & Ginting, A. F. (2022). Peran siaran radio, televisi dan multimedia dalam pengembangan dakwah modern. *At-Tadris: Journal of Islamic Education*, 2(1), 69–81. <https://doi.org/10.56672/attadris.v2i1.68>
- Saputra, M. Reza, F. H. (2025). Dinamika Komunikasi Persuasif dalam Media Massa: Teknik, Strategi, dan Pengaruh terhadap Perilaku Masyarakat. *Al-Nahyan (Jurnal Komunikasi Dan Penyiaran Islam)*, Vol. 2 No.(Vol. 2 No. 1 (2025): Al-Nahyan : Jurnal Komunikasi dan Penyiaran Islam). <https://doi.org/10.58326/jan.v2i1.152>
- Sendi Ramadhan, D. (2024). Radio Dakwah dan Komunikasi 107,9 FM UIN Jakarta:

- Pengamatan Media Sebagai Industri. *Academic Journal of Da'wah and Cpmunication, Vol. 5 No.*(Vol. 5 No. 1 (2024)). <https://doi.org/10.22515/ajdc.v5i1.9017>
- Spradley, J. P. (2007). *Participant Observation*. Waveland Press. <https://waveland.com>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif dan RND*. ALFABETA. <https://alfabeta.co.id>
- Tazkia Aulia Rahmah, P. P. N. C. (2025). Digitalisasi Radio Dakwah. *Tabligh (Jurnal Komunikasi Dan Penyiaran Islam), Vol. 10 No*(Vol. 10 No. 1 (2025): *Tabligh: Jurnal Komunikasi dan Penyiaran Islam*). <https://doi.org/https://doi.org/10.15575/tabligh.v10i1.39780>
- Yumiarti, Yuyun, B. K. (2020). Pemanfaatan Internet dan Agenda Setting Media Massa. *Jurnal Dakwah Dan Komunikasi, Vol. 5 No.*(Vol. 5 No. 1 (2020)). <https://doi.org/https://doi.org/10.29240/jdk.v5i1.1610>