

ABSTRAK

Penelitian berjudul “Krisis Kepercayaan Generasi Muda Lhokseumawe terhadap Dakwah Digital: Analisis Kredibilitas Dai Muda di Era Digital” dilatarbelakangi oleh munculnya persoalan kepercayaan generasi muda terhadap dai yang menyampaikan dakwah melalui media digital. Penelitian ini bertujuan untuk menganalisis pengaruh kredibilitas dai muda terhadap tingkat kepercayaan generasi muda kota Lhokseumawe, mengidentifikasi faktor yang menyebabkan rendahnya kepercayaan, serta merumuskan strategi untuk meningkatkan kepercayaan. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik *purposive sampling*. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi. Analisis dilakukan dengan menggunakan *Trust Theory Model ABI*, *Source Credibility Theory*, dan Teori Resepsi Stuart Hall. Hasil penelitian menunjukkan bahwa kredibilitas dai muda berperan penting dalam membangun kepercayaan generasi muda terhadap dakwah digital. Kepercayaan terutama dipengaruhi oleh kompetensi keilmuan, integritas, konsistensi antara ucapan dan perilaku, serta kemampuan komunikasi dai. Sebaliknya, popularitas dan viralitas tidak menjadi ukuran utama dalam membangun kepercayaan. Dalam menerima pesan dakwah, mayoritas informan berada pada posisi *negotiated*, yaitu menerima sebagian pesan dengan tetap melakukan pertimbangan dan verifikasi secara kritis. Untuk meningkatkan kepercayaan, dai muda perlu memperkuat kompetensi keilmuan, menjaga integritas dan konsistensi perilaku, serta meningkatkan kemampuan komunikasi dalam menyampaikan dakwah di ruang digital.

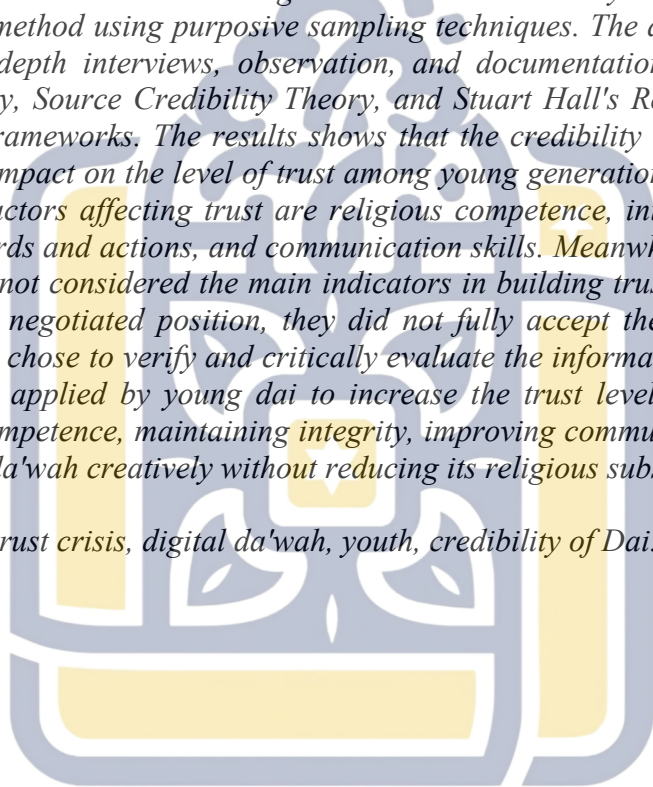
Kata Kunci: Krisis kepercayaan, Dakwah digital, Generasi muda, Kredibilitas Dai.

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LHOKSEUMAWE

ABSTRACT

The study entitled "The Crisis of Lhokseumawe Youth's Trust in Digital Da'wah: An Analysis of Young Dai's Credibility in the Digital Era" aims to answer the research questions regarding the impact of young dai credibility on the level of trust among young generation in digital da'wah, what are the factors that reduce the level of trust among young generation toward young dai in digital da'wah, and what are the strategies that can be implemented by young dai to increase young generation's trust in digital da'wah. This study applied descriptive qualitative method using purposive sampling techniques. The data were collected through in-depth interviews, observation, and documentation. This study used Trust Theory, Source Credibility Theory, and Stuart Hall's Reception Theory as analytical frameworks. The results shows that the credibility of young dai has a significant impact on the level of trust among young generation in digital da'wah. The main factors affecting trust are religious competence, integrity, consistency between words and actions, and communication skills. Meanwhile, popularity and virality are not considered the main indicators in building trust. Most informants were in the negotiated position, they did not fully accept the da'wah messages directly and chose to verify and critically evaluate the information. The strategies that can be applied by young dai to increase the trust level are strengthening religious competence, maintaining integrity, improving communication skills, and presenting da'wah creatively without reducing its religious substance.

Keywords: trust crisis, digital da'wah, youth, credibility of Dai.



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