



Persuasive Communication Strategy of Ustadz Ali Sati in Increasing the Enthusiasm for Learning Hadith Knowledge of Male Students at the Al Kautsar Al Akbar Islamic Boarding School in Medan

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ABSTRACT

The purpose of this study is to find out how the communication strategy of ustadz Ali Sati to increase the enthusiasm of male students in learning hadith at the Al-Akbar Al-Kautsar Islamic Boarding School in Medan. The problem that occurs at the Al-Kautsar Al-Akbar Islamic Boarding School in Medan is the large number of male students who are not interested in learning Hadith. This is evidenced by the reduction in the deposit of hadith memorization from male students so that this research is important to research. The method used in this study is a qualitative research method with a descriptive approach. Data analysis techniques are data collection, data reduction, data presentation, and conclusion drawn. The result of this study is a strategy used by Ustadz Ali Sati in increasing the learning spirit of male students at the Al-Kautsar Al-Akbar Islamic boarding school in Medan, namely with a gentle communication approach. Ustadz Ali Sati teaches male students with patience and not using violence because according to ustadz Ali Sati, male students cannot be taught with rudeness because they will rebel and resist so that their approach must be gentle and enter their hearts.

Keywords: Persuasive Communication Strategy, Ustadz Ali Sati, Pesantren al kautsar al akbar, Hadith.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana strategi komunikasi ustadz Ali Sati untuk meningkatkan semangat santri putra dalam belajar hadits di Pondok Pesantren Al-Akbar Al-Kautsar Medan. Permasalahan yang terjadi di Pondok Pesantren Al-Kautsar Al-Akbar Medan adalah banyaknya santri putra yang kurang minat belajar Hadits. Hal ini dibuktikan dengan berkurangnya setoran hafalan hadits dari santri putra sehingga penelitian ini menjadi penting untuk diteliti. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif dengan pendekatan deskriptif. Teknik analisis data adalah pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil dari penelitian ini adalah strategi yang digunakan ustadz Ali Sati dalam meningkatkan semangat belajar santri putra di pesantren Al-Kautsar Al-Akbar Medan yaitu dengan pendekatan komunikasi yang lemah lembut. Ustadz Ali Sati mengajari santri putra dengan kesabaran dan tidak menggunakan kekerasan karena menurut ustadz Ali Sati, santri putra tidak bisa diajari dengan kekerasan karena akan memberontak dan melawan sehingga pendekatannya harus lemah lembut dan masuk ke hati mereka.

Kata Kunci: Strategi Komunikasi Persuasif, Ustadz ali sati, Pesantren al kautsar al akbar, Hadist

INTRODUCTION

Persuasive communication is a form of communication that aims to convince or influence others to do something or consider a view or opinion. Persuasive communication

is carried out by the caregivers of the student dormitory to form the character and faith of the students so that they can carry out persuasive communication properly and effectively¹.

Persuasive communication strategies are very important for a teacher, especially because in the learning process there must be communication, therefore persuasive communication plays a very important role in influencing students to increase their enthusiasm for learning.

One of the communication techniques that plays a role in community empowerment is persuasive communication techniques. According to De Vito, persuasive communication is a communication process that focuses on efforts to change or strengthen the attitude or beliefs of the audience or on efforts to invite them to act and do something in a certain way according to the expectations or desires of the communicator, in this case the subject is male students²

Persuasive communication seeks to encourage changes in attitudes and behaviors from communicators to be in accordance with the communicator's goals with good approaches so that communicators feel interested in following communicators³

In this modern era, Indonesia faces many incidents that appear on social media, especially those related to morality, such as bullying and abusive (harmful) language that often occur in the school environment. This behavior can damage children's enthusiasm and morals. If not treated, the consequences can be fatal. Therefore, a Muslim who is knowledgeable, noble and pious, should instill these qualities from an early age and get used to improving his education and knowledge in the life he encounters directly⁴.

From the various definitions of persuasive communication that have been conveyed, it seems that the concept of persuasive in essence is "influencing others", either directly, indirectly, verbally, non-verbally, written, intentionally or unintentionally. Influencing public attitudes is one of the five goals of effective communication, according to Stewards L. Tubbs and Sylvia Moss.

Communication is considered effective if it affects people's attitudes. Effective communication has at least five impacts, one of which affects a person's attitude. From the point of view of persuasive communication, it is defined as a conscious effort to change thoughts or behaviors by manipulating motivation towards a predetermined goal. Persuasion can be rational and emotional and usually touches on the emotional aspect, i.e. those related to a person's emotional life⁵.

The concept of learning spirit is interpreted that learning is a form of effort carried out by students in order to expect a change in reflection or better cognition, the results of the experiences they go through and various interactions with their environment. Thus, the spirit of learning can be clearly interpreted as an important element in the learning process,

¹ Suhendri, 'At Turots : Jurnal Pendidikan Islam Analisis Komunikasi Persuasif Pengasuh Asrama Di Pondok', 5.1 (2023), 183–91.

² Tri Djoyo Budiono, 'Dinamika Komunikasi Persuasif Dalam Pemberdayaan Masyarakat Islam Pada Bank Sampah Songolikoer', *INTELEKSIA - Jurnal Pengembangan Ilmu Dakwah*, 4.1 (2022), 95–116 <<https://doi.org/10.55372/inteleksiajpid.v4i1.214>>.

³ Pupu Fujriani Wasngadiredja & Diki Prayugo Wibowo, 'Efektifitas Komunikasi Persuasif Dalam Mendorong Perubahan Perilaku Mahasiswa Farmasi', *Journal of Education Research*, 5.1 (2024), 48–54.

⁴ Abdullah Ra'uf Muttaqi and others, 'Komunikasi Persuasif Dalam Membina Akhlakul Karimah', *Religion : Jurnal Agama, Sosial, Dan Budaya*, 1.5 (2022), 26–33 <<https://doi.org/10.55606/religion.v1i5.18>>.

⁵ Delli Ikhwana, Achmad Syarifudin, and Muhammad Randicha Hamandia, 'Komunikasi Persuasif Dalam Rekrutmen Calon Santri Rumah Tahfidz "Wa Ta'lim Mahabbatul Ilmi" Palembang', *Jurnal Bisnis Dan Komunikasi Digital*, 1.3 (2024), 13 <<https://doi.org/10.47134/jbkd.v1i3.2353>>.

because by learning and accompanied by enthusiasm, it will motivate students to be more enthusiastic in undergoing the learning process.

There are various communication models, one of which is persuasive communication or change communication, where communication activities are the process of changing or influencing a person's beliefs, attitudes, and behaviors in such a way that they are in accordance with the communicator's expectations. Persuasive communication itself is synonymous with communication that aims to persuade the other party without forcing the speaker to agree ⁶.

The purpose of this study is to find out how Ustadz Ali Sati's persuasive communication strategy in increasing the learning spirit of male students of the Al Kautsar Al Akbar Islamic Boarding School in Medan to be more enthusiastic about learning hadith science.

The author makes a lot of use of previous research on persuasive communication techniques and strategies when conducting this research. The author uses previous research as a guide to conduct and produce this research. Previous research is a valuable resource for pinpointing strengths and weaknesses, as well as for understanding and distinguishing the methodologies used in previous investigations. Users can correct the shortcomings in previous studies and the authors can identify successful methods for this study based on the results of the comparison.

Persuasive communication can influence people's actions and thoughts, and the active relationship between the speaker and the listener, and the speaker tries to influence the listener's behavior by listening or seeing, It explains how people can change their beliefs, attitudes, and communication behaviors to be carried out.⁷

Persuasive da'wah communication in the context of real life must be carried out by people who have sufficient religious knowledge and are experts in their fields. Da'wah must be carried out regardless of who the da'wah conveys the message of da'wah. As a treatise that contains Islamic values such as faith, worship, and morals, representing individual experiences throughout a person's life in society ⁸

The author uses the findings of three previous studies regarding persuasive communication strategies that he has conducted, namely: (1). The research journal "Persuasive Communication Strategies of Ustad and Ustadzah in the Development of Moral Values of Students in Islamic Minority Areas" was written by Endah Muthoharoh in 2023". In the results of this study, the researcher found that the ustad and ustazah have applied these three abilities, so that when conveying a message, the ustad shows his expertise in attracting the trust of students, Ustad in his delivery uses style and language like the audience faced. Ustad must also be able to stimulate the emotions of students, to bring out a sense of happiness, namely with a cheerful attitude. Meanwhile, my research is the communication strategy used by Ustadz Ali Sati in increasing the students' enthusiasm for learning by the

⁶ G Vikri and M Hadori, 'Komunikasi Persuasif Kh Mohamad Aso Samsuddin Melalui Kajian Kitab 'Nashoihul Ibad' Pada Santri Asrama Nurul Qoni' Putra.', ... *Jurnal Komunikasi Dan Konseling Islam*, 5.2 (2023), 134–49 <<https://www.journal.ibrahimy.ac.id/index.php/maddah/article/view/3472%0Ahttps://www.journal.ibrahimy.ac.id/index.php/maddah/article/download/3472/1817>>.

⁷ Amran Sahputra Tanjung and Ahmad Sampurna, 'Komunikasi Persuasif Pimpinan Dalam Membentuk Karakter Santri Pondok Pesantren Azhar Center Kabupaten Labuhan Batu Utara', 12.1 (2024), 155–69.

⁸ Hairul Hatami, Nahed Nuwairah, and Najla Amaly, 'Komunikasi Dakwah Persuasif KH. Husaini Hanafi Dalam Menanamkan Nilai-Nilai Islam Melalui Majelis Taklim Nafahattur Rabbani Kota Balikpapan', *Al-Hiwar Jurnal Ilmu Dan Teknik Dakwah*, 11.2 (2023), 89–104 <<https://doi.org/10.18592/alhiwar.v11i2.11515>>.

way the ustadz greets the students so that the students feel closer to ustadz Ali Sati. And the location of the research is different from the researcher who conducted it.

Communication is also a forum for humans to communicate their desires and learn the desires of others, It is the beginning of the ability of humans to communicate automatically through symbols, followed by the ability to give meaning to each symbol in the form of language ⁹.

Research conducted by Suhendri in 2023 revealed that one of the factors that affect a teacher's ability to communicate persuasively is very important to develop students' enthusiasm for learning. As an Islamic educational institution, Islamic boarding schools teach the study of hadith as the main subject. Therefore, in order for the message conveyed to students to be conveyed clearly and effectively, the ustadz who teach students must be able to convey the spirit of learning firmly and correctly. In addition to language skills, religious knowledge and understanding are other factors that affect the persuasive communication skills of the Ustaz community. Educators who have a good understanding of religion will find it easier to convey religious messages to students convincingly. Therefore, the caregivers of the student dormitory need to further develop their knowledge and understanding of religion in order to provide good guidance to the students ¹⁰

(3). Khaliduddin's (2021) research entitled "Ustadz communication strategies in increasing students' interest in learning the Qur'an in Dayah Darul Qur'an, Aceh, Indonesia" shows that there are five communication strategies used to increase students' interest in learning. learn the Quran: recruitment, persuasion, repetition, and strategy. persuasive and careful communication tactics. Relevant to my research is the communication strategy of Ustadz Ali Sati in increasing the learning spirit of male students by using persuasive, coercive, and informative. And what distinguishes among others is the place of research.

Al Kautsar Al Akbar Islamic Boarding School was established in 1978 (1982 AD). The pesanren, which is located at Jalan Siswa Timur Ujung No. 246, Medan, North Sumatra, is based on the sharia and morals of ahlusunnah wal jamaah which is oriented to produce students to become ibadillah as sholihin.

The increasingly ingrained teachings of Islam in Indonesia cannot be separated from the existence of Islamic boarding schools, even though Islamic boarding schools are not the only ones that contribute significantly to the development of Islamic teachings in Indonesia. The creation and development of the personality of Muslims, namely those who believe and devote themselves to Allah SWT, have noble character, benefit the community as a servant of society, independent, independent, and firm in their personality, spreading Islam and glory. Growing Muslims in society (Izzul Islam wal Muslimin), and loving science to advance the Indonesian nation, is one of the goals of Islamic boarding schools.

Of course, this goal is in line with the national education goals contained in the National Education System Law (SISDIKNAS Law) of 2003 (UURI No. 20 of 2003) which states that education development is the main goal of national education. student system. the ability to develop into a healthy, moral, independent, creative, democratic, and responsible person, as well as faith and confidence in God Almighty.

In its implications for the world of learning, the male students of the al kautsar al akbar Islamic boarding school are not fully enthusiastic in learning, including in the subject

⁹ A N D Rahma and others, 'Komunikasi Persuasif Guru Dalam Pembentukan Karakter Anak Usia Dini Di Ra Tebuireng', *Jurnal Ilmiah Ilmu ...*, 5.2 (2022) <<https://ejurnal.stikpmedan.ac.id/index.php/JIKQ/article/view/200%0Ahttps://ejurnal.stikpmedan.ac.id/index.php/JIKQ/article/download/200/84>>.

¹⁰ Suhendri.

of Hadith Science which is the cause of the students' lack of enthusiasm in learning due to the lack of creativity of Ustadz in delivering lessons and the pesantren program that saturates the male students.

Communication media is a tool used by a communicator to convey a message to the communicator. In choosing to communicate, a communicator may use one of the communication media or a combination of communication media, depending on the goal to be achieved, the message conveyed, and the technology used by the communicator. Each communication medium certainly has its own advantages and disadvantages, so communicators must think carefully in choosing media ¹¹.

How the persuasion process carried out by educators to increase the enthusiasm of male students is interpreted correctly by male students, and students interpret and interpret their worship behavior. In fact, many elementary school students are motivated to learn not by their own desire but by the guidance of their parents and the influence of their environment. This affects the way students behave and do things until adulthood ¹².

The novelty of this study is that this study reveals the strategy of Ustadz Ali Sati in increasing students' interest in learning hadith. First, in terms of the place of research, the research place in this study is in the Al Kautsar Al Akbar Islamic boarding school in Medan which is one of the most famous Islamic boarding schools in Medan so this is a special attraction to be researched. Second, ustadz Ali Sati is one of the scholars who is quite famous among students and the people of Medan so that his figure who is quite well known by the community provides its own attraction to be researched.

Therefore, the researcher took the title "Ustadz Ali Sati's Persuasive Communication Strategy in Increasing the Spirit of Learning Hadith Science of Male Students at Al Kautsar Al Akbar Islamic Boarding School Medan.

RESEARCH METHODS

In this study, the author uses qualitative methods and descriptive approaches. The location of this research is at the Al Kautsar Al Akbar Islamic Boarding School in Medan. The data collection techniques, observations, interviews, documentation, types and sources of data of this research are primary data sources, secondary data sources. Data validity techniques using the triangulation method. Data analysis techniques are data collection, data reduction, data presentation, and conclusion drawn. The resource person for this study is ustadz Ali Sati who is a hadith teacher at the Al-Kautsar Al-Akbar Islamic Boarding School.

The theory used in this study is the persuasive communication strategy theory of Melvin L DeFluer and Sandra J. Ball-Rokeah. Persuasive communication strategy by Melvin L. DeFluer and Sandra J. Ball-Rokeah is a mixture of persuasive communication planning and organizational management in achieving a goal, which is to influence the attitudes, opinions and behaviors of individuals or audiences. DeFluer and Rokeah explain three persuasive communication strategies, including namely sociocultural persuasive communication strategies, and *the meaning construction strategy*.

¹¹ Issn Printed, 'Alamtara: Jurnal Komunikasi Dan Penyiaran Islam PALEMBANG DALAM MENINGKATKAN KEPEDULIAN SOSIAL', 06 (2022), 121–30.

¹² Afni Apriani and Nursapia Harahap, 'Jurnal Indonesia: Manajemen Informatika Dan Komunikasi MENGONTROL PENGGUNAAN GADGET PADA ANAK Abstrak Jurnal Indonesia: Manajemen Informatika Dan Komunikasi', 4.3 (2023), 1083–91.

RESULTS AND DISCUSSION

Al Kautsar Al Akbar Islamic Boarding School was established in 1978 (1982 AD). The pesantren, which is located at Jalan Siswa Timur Ujung No. 246, Medan, North Sumatra, is based on the sharia and morals of *ahlusunnah wal jamaah* which is oriented to produce students to become *ibadillah* as *sholihin*.

Based on the findings of the research, the researcher conducted an interview with Ustadz Ali Sati who shared insights on the use of persuasive communication techniques to increase the interest of male students in studying hadith at the Al Kautsar Al Akbar Islamic Boarding School in Medan. The interview also includes the researcher's needs for data and the written data submitted can strengthen the research findings. The following is an excerpt from the interview: "Ustad ali sati has a special approach to the students such as asking about the condition of the students personally, asking about the condition of the students and their families so that the students consider the ustad as their parents in the pesantren that makes the students enthusiastic about learning because The students consider Ustad Ali Sati like their parents at home. Ustad ali sati also has a personal approach with students, to bring out a sense of happiness for students, namely with a cheerful nature, creative learning so that it is not monotonous, and in his delivery ustad ali uses language that is easy for students to understand, even though the three skills are not perfect, but these three strategies are the priority of ustad ali sati in increasing the enthusiasm for learning hadith science for male students of the Al Kautsar Al Akbar Islamic Boarding School Medan. The communication strategy of ustad ali sati is a very commendable discourse because there is a feeling of being close to ustad and students so that the male students feel comfortable and calm in learning, so if the students are calm in learning, of course their minds are not going anywhere with that the students easily understand the learning to their thoughts, so it is as if the ustad is a parent he guides, He taught, he then with that, with the learning, the students were happy.

The persuasive communication strategy of ustad in increasing the learning spirit of male students of the Al Kautsar Al Akbar Islamic Boarding School in Medan, Ustad Ali Sati has a learning model. With a different model every day when teaching, students are not bored because if only one model of learning makes the student bored, if the student is bored of learning, then the student's enthusiasm decreases, for example, sleeping in class if you have slept in what class the students do not know, no lesson can be learned. Because the student sleeps in the classroom and does not catch what the ustadz teaches in the class. various models of attractions that can be made by the ustadz to increase the student's enthusiasm to learn hadith in that way the enthusiastic student is not monotonous because if the student is monotonous, monotonous is what he said there was no developer, Meanwhile, it is now in a process called the Independent Curriculum. The student is the one who interacts between the ustadz and the student, so it is necessary to talk the student with the ustadz with that what happens is called an inquiry, with the existence of the inquiry there is based on feedback (feedback) if there is feedback means live in the learning session. If in the lesson the students are enthusiastic in learning, the ustadz must also be enthusiastic in teaching, that is the result of the learning received by the students by making different models so that it is not

boring for the students to learn the knowledge of hadith how to learn". (Ustadz ali sati, Ustadz teacher of hadith for male students).

It can be concluded from the interview above that the communication strategy of ustadz ali sati in increasing the enthusiasm for learning hadith knowledge of male students of the Al Kautsar Al Akbar Islamic Boarding School has developed strategies including, among others, a personal approach to students, creative learning that is not monotonous in learning, and lastly, a language that is easy for male students to understand.

The use of persuasive communication has now expanded to various aspects, including education. Teachers can use persuasive communication to encourage students to implement existing school systems and regulations. With the help of persuasive communication, educators can also use this as a learning method to get students to obey what the teacher says.

In the learning process, teachers also play a role in motivating students to continue learning. In addition, the motivation of each student varies. Teachers need to be more creative to increase student motivation. This is where teachers must communicate persuasively. Persuasive communication supports the smooth implementation of the learning process so as to increase student learning motivation. Persuasive communication is persuasive and allows you to convince students that it is very important to understand the subject matter or material being delivered.

Persuasive communication is a term used to describe communication efforts to change a person's perspective. The discipline of communication called persuasive communication is often applied to persuade others in a variety of contexts, including the education sector.

Communication plays an important role in shaping the culture and identity of groups and communities. Through language, symbols, and other communication practices, cultural values, traditions, and identities are preserved and passed down from one generation to the next. Persuasive communication is the key to overcoming student misconceptions. Teachers must be able to convey information in such a way that it affects students' thinking, helps them understand difficult concepts, and ultimately changes students' misconceptions.¹³

Persuasive communication is preceded by efforts to seek attention, namely ways that can attract the attention of communicators, such as interesting word choices and fun appearance styles. Once the communicator gets the communicator's attention, the next step is to interest the communicator. Once the communicator has successfully aroused interest, the next step is to try to arouse desire in other ways such as invitations and persuasion. This phase requires the disclosure of emotional attraction so that in the next phase the communicator can immediately respond and make decisions to perform the actions expected of the communicator¹⁴.

¹³ B A Faozan, M Jauhari, and K Wazis, 'Komunikasi Persuasif Sebagai Teknik Mengajar Guru Dalam Mengatasi Miskonsepsi Siswa RA Al-Badri Jember', *Cetta: Jurnal Ilmu ...*, 7 (2024), 20–33 <<https://jayapanguspress.penerbit.org/index.php/cetta/article/view/3192>>.

¹⁴ Ratna Sari Dewi Pristiawanti, Desi, Bai Badariah, Sholeh Hidayat, 'Jurnal Pendidikan Dan Konseling', *Jurnal Pendidikan Dan Konseling*, 4.1980 (2022), 1349–58.

Of course, persuasive communication gets feedback from the sender, and communication is established between the sender and receiver. The purpose of persuasive communication is to persuade the communicator to behave as expected with persuasion without coercion or violence ¹⁵

The purpose of conveying persuasive messages is to influence students' attitudes, opinions, and behaviors according to the wishes of the conveyor. In this case, the communicator must be able to package an interesting message so that it is more interesting and easy for students to understand. This helps students stay disciplined and motivates them to improve their skills and performance ¹⁶.

Ustadz Ali Sati in increasing the enthusiasm of students to learn personally approaches students so that students can be enthusiastic about learning again so that in addition to that it has an impact on students to change their attitudes for the better.

In communication strategies, the role of communicators is very important. Because the effectiveness of the communication strategy is also determined by the communication medium. This is in line with the general strategy applied by communicators when received in a way that achieves the specified goals. In other words, the effectiveness of a communication strategy depends on the level of relationship that exists between the communicator and the communicator with respect to the intended message.

It is important to understand the purpose of communication before engaging in it. So, who is the target of the correspondence audience at the Al Kautsar Al Akbar Islamic Boarding School in Medan? Of course, it depends on the purpose of the communication. Is the communicator trying to persuade the other person to do something? Of course not; Ustadz of Al Kautsar Al Akbar Islamic Boarding School hopes that the students will hear the message and be moved to act. Determining the purpose of your communication is very important because the message you want to convey requires you to pay attention to your audience.

By combining the researcher's personal experience and the understanding obtained by the communicator, namely the understanding of the background and character of the students at the Al Kautsar Al Akbar Islamic Boarding School in Medan, the researcher observed in this study that the students at the pesantren lacked enthusiasm in learning hadith science. Ustadz Ali Sati must be able to communicate easily understood by the students so that the students feel close to the ustadz. Of course, the pesantren hopes that the students are enthusiastic in learning, this is not in line with the pesantren program that saturates students, if the pesantren program is able to make students not bored with the pesantren program, then what is expected by the pesantren will be achieved, namely students are enthusiastic in learning.

¹⁵ Rifda Yani, 'Peran Komunikasi Persuasif Daring Dalam Pembentukan Karakter Peserta Didik Oleh Guru Bimbingan Konseling Pada Madrasah Tsanawiyah Negeri 2 Medan', *Jurnal Analisa Pemikiran Insaan Cendikia*, 5.2 (2022), 63–68 <<https://doi.org/10.54583/apic.vol5.no2.100>>.

¹⁶ Dafrizal Dafrizal and Sarmiati Sarmiati, 'Penerapan Komunikasi Persuasif Pimpinan Untuk Meningkatkan Kedisiplinan Dan Motivasi Mahasiswa Di STAI-YDI Lubuk Sikaping', *MUKADIMAH: Jurnal Pendidikan, Sejarah, Dan Ilmu-Ilmu Sosial*, 7.1 (2023), 180–89 <<https://doi.org/10.30743/mkd.v7i1.6754>>.

Punishment (sanction) is very influential on students because with harsh punishments, students are certainly lazy in learning. The informational, persuasive, or instructional tactics used in a communication message are determined by its communication objectives. The message conveyed to the male students of the Al Kautsar Al Akbar Islamic Boarding School in Medan while studying hadith can be understood by both Ustadz/Ustadzah and the students of the Al Kautsar Al Akbar Islamic Boarding School. As revealed by Ustadz Ali Sati, the following is an excerpt of the interview taken:

"As for the communication strategy that is dominated by ustadz as a teacher, namely by greeting many students, it is not about greeting students about lessons, about greeting how the student's family is doing, how the harmony of the student's parents is, then with this the student can tell how the situation is at home so that sometimes the student can have an influence on learning due to the influence of parents, The parents of the students are busy at home so that the students are lazy to study but the students do not want to tell others if they are asked, then they will tell the story of the affection of an ustadz to the students because he feels close to the ustadz and it is embedded in the student's heart that the ustadz (teacher) is a parent, The ustadz must greet the students a lot because it is a special approach outside the classroom so that the students are enthusiastic about learning with this approach the students feel comfortable.

Male students should not be hardened because the more they do the wrong things, so that's what he calls an approach, a protection. So that the students feel sorry for the ustadz and the ustadz feels sincere in providing their knowledge. By asking about the whereabouts of the students. Intreaction is very important between ustadz and students not only in the classroom but also outside the classroom" (Ustadz Ali Sati, a teacher of hadith).

From the interview, the researcher concluded that in a simple way such as greeting the students, it is one that can increase the students' enthusiasm for learning. The approach that ustadz ali sati uses is a personal or individual approach. Because not all students who want to be able to tell why they are not enthusiastic about learning, there are students who want to tell stories and vice versa.

The message between the communicator and the communicator is what causes communication. The most crucial factor is that communicators can easily understand and process messages. This can be achieved by using symbols, simple language, or words. Effective communication is based on the communicator's ability to understand the message conveyed.

The strategy used by Ustadz Ali Sati in increasing the enthusiasm for learning hadith for male students at the Al-Kautsar Al-Akbar Islamic boarding school is a gentle communication approach. This means that Ustadz Ali Sati considers the students to be like his own children so that the process of learning hadith is carried out sincerely. This kind of thing has proven to be effective, even Ustadz Ali Sati does not hesitate to teach those who do not understand until they understand the material conveyed. Ustadz Ali Sati also sanctioned those who were legally and convincingly proven to have made a mistake. The sanctions given aim to provide a deterrent effect to students so that they do not repeat mistakes while giving advice that imprints on the souls of students. This kind of thing has

also proven to be effective in increasing the learning spirit of students in learning hadith so that the learning goals will be easier to achieve.

The persuasive form of Ustadz Ali Sati invited and advised the students not to be lazy in learning what Ustadz Ali Sati learned by Ustadz Ali Sati first asked his students how the students were. In increasing the enthusiasm of students, Ustadz Ali Sati has three learning models that make students not bored and bored when they are studying. 3 The model used by Ustadz Ali Sati in increasing the learning spirit of students:

1. Model of Constructivism

Learning theory cognitivism emphasizes more on learning than on the learning outcome itself. Learning is not only related to the relationship between stimuli and response as in behavioral theory, but with the help of cognition theory, learning is associated with a very complex thought process.

Without underestimating the importance of external influences or the environment, cognitivism recognizes the role of the individual element in learning. According to cognitivism, learning is a lifelong process that involves interaction between humans and their environment. The furnishing of our minds, cognition serves as the center for all our activities, including identifying the surrounding environment, observing and analyzing various situations, seeking fresh information, drawing conclusions, and more.

2. Cooperative Model

Cooperative learning is a teaching learning strategy that uses small groups of students, providing opportunities for interaction with each other in the learning process.

According to the definition given above, cooperative learning is a teaching technique in which students work in small groups to solve problems. Each group of students has different abilities.

3. Jigsaw Model

This learning method can be used if the learning material can be divided into several parts. This material does not need to be presented in order. This method can be applied to all students in a class and at the same time teaches students to teach something to others.

THE CAUSE OF THE DECLINE IN THE ENTHUSIASM FOR LEARNING HADITH SCIENCE FOR MALE STUDENTS OF THE AL KAUTSAR AL AKBAR ISLAMIC BOARDING SCHOOL IN MEDAN

Learning motivation is defined as an overall driving force that maintains continuity and guides learning in such a way that it allows the achievement of the intended subject goals. This driving force can exist both inside and outside the student (without the need to create a series to meet certain requirements). Extrinsic motivation comes from or comes from sources outside the individual. When a person is motivated by his own desires, they act with intrinsic motivation. Extrinsic motivation comes from sources outside of a person.

There are three factors that cause the low enthusiasm for learning among students: uninspiring ways of teaching ustadz, harsh punishments, and boring pesantren curriculum. The condition of the Islamic boarding school is in the middle of the city, so the Islamic boarding school must be smarter in controlling the condition of the students and the

environment in which they live. Managing students to always have a spirit of learning is not an easy thing. The persistence of his struggle is in line with the da'wah of the ummah to practice Islamic sharia in daily life which requires da'wah to be precise, persistent, and diligent. That is how Allah SWT reminded the Prophet in his duties and responsibilities of da'wah.

Based on this, it can be concluded that there is no need to use hard methods in guiding students, because if students are hardened, it is feared that there will be difficult obstacles in carrying out what the pesantren wants, namely becoming a student who is enthusiastic about learning.

CONCLUSION

Based on the findings of the research, the author concludes that:

1. The application of sanctions that are too strict and the boring curriculum are the causes of the low enthusiasm of male students to study at the Al Kautsar Al Akbar Islamic Boarding School. These problems should not arise if the pesantren is only able to read the existing situation. This means that pesantren needs to be more ingenious in managing the condition of students and the surrounding environment considering its location in the middle of the city. Managing students to always have motivation in learning is not an easy thing so it requires different learning models, as well as approaches to students, and language that is easy for students to understand, which makes students increasingly less enthusiastic about learning.
2. Ustadz Ali Sati's Persuasive Communication Strategy in Increasing the Learning Spirit of Ustadz Ali Sati's male students use persuasive communication strategies by way of a personal approach to lazy students in learning, using different learning models, among the learning models used by Ustadz Ali Sati are, the Cognitivism Model, the Cooperative Model, the Jigsaw Model, and a language that is easy for students to understand so that students are comfortable in learning hadith science.
3. The strategy used by Ustadz Ali Sati in increasing the enthusiasm for learning hadith for male students at the Al-Kautsar Al-Akbar Islamic boarding school is a gentle communication approach. This means that Ustadz Ali Sati considers the students to be like his own children so that the process of learning hadith is carried out sincerely. This kind of thing has proven to be effective, even Ustadz Ali Sati does not hesitate to teach those who do not understand until they understand the material conveyed. Ustadz Ali Sati also sanctioned those who were legally and convincingly proven to have made a mistake. The sanctions given aim to provide a deterrent effect to students so that they do not repeat mistakes while giving advice that imprints on the souls of students. This kind of thing has also proven to be effective in increasing the learning spirit of students in learning hadith so that the learning goals will be easier to achieve.

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