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**PERSUASIVE COMMUNICATION STRATEGIES IN ENHANCING LEARNING MOTIVATION: A STUDY AT AL KAUTSAR AL AKBAR ISLAMIC BOARDING SCHOOL, MEDAN**

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**ABSTRACT**

Education at Pondok Pesantren Al Kautsar Al Akbar, Medan, faces challenges in encouraging the interest and enthusiasm of male students in studying Hadith. This phenomenon is influenced by factors such as a lack of creativity in teaching methods, the application of harsh disciplinary measures, and a curriculum perceived as monotonous. This study aims to identify the persuasive communication strategies implemented by Ustadz Ali Sati to enhance the learning motivation of male students. The research employs a descriptive qualitative method, collecting data through documentation, interviews, and observation. The findings reveal that Ustadz Ali Sati employs three main persuasive communication strategies: a personal approach to less motivated students, delivering content creatively and interactively, and using language that is easy to understand. These findings demonstrate that effective communication strategies can significantly enhance students' motivation to learn, providing valuable contributions to the development of teaching methods in Islamic boarding schools.

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## INTRODUCTION

Effective communication is an essential social process. Consequently, studying communication is actually studying something very powerful and very ancient. We investigate fundamental aspects of human interaction and the transformation of society.(Suryana, 2019). 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. Humans need to communicate in order to function as a group and as individuals. Because, humans are social creatures who depend on each other to survive. People relate to each other for various reasons in everyday communication Jumaizah (2019). In our lives, communication has a significant impact on how our relationships and social lives develop. There are various situations in which communication occurs, including group communication, mass communication, interpersonal or interpersonal communication, and internal communication. Various fields and communication environments have difficult and difficult communication processes to navigate. through complex and sophisticated communication stages and procedures(Zafitri, 2020).

Herbert W. Simons, in the book "Persuasion: understanding, practice, and analysis" defines persuasive communication as". Human communication aims to influence others by changing their beliefs, values and attitudes.(Suryana, 2019). From the various definitions of persuasive communication presented, it seems that the concept of persuasiveness is essentially "influencing others", either directly, indirectly, verbally, non-verbally, in writing, intentionally or unintentionally.The advantages of Ustadz Ali Sati over other Ustadz at the Al Kautsar Al Akbar Islamic Boarding School are that Ustadz Sati has authority that is highly respected by naughty male students. Ustadz Ali Sati is also an Ustadz who has taught there since the founding of the Islamic boarding school so that he is respected by the male students. Influencing public attitudes is one of the five goals of effective communication, according to Steward L. Tubbs and Sylvia Moss. Persuasive communication is a term used to describe communication efforts to change someone's perspective. The communication discipline called persuasive communication is often applied to persuade others in various contexts, including the education sector (Zafitri, 2020). The concept of enthusiasm for learning means that learning is a form of effort carried out by students in order to expect a change in reflection or better cognition, the result of the experiences they have gone through and various interactions with their environment. Thus, enthusiasm for learning can be clearly interpreted as an important

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

The purpose of this study is to determine how Ustadz Ali Sati's persuasive communication strategy improves the enthusiasm of male students at the Al Kautsar Al Akbar Medan Islamic Boarding School to be more enthusiastic in studying the science of hadith. So that this is useful for researchers who want to research how persuasive communication strategies improve the enthusiasm for learning. The author made extensive use of previous research on persuasive communication techniques and strategies when conducting this research. The author used previous research as a guide to conduct and produce this research. Previous research is a valuable source to pinpoint strengths and weaknesses, as well as to understand and differentiate the methodologies used in previous investigations. Users can correct the shortcomings of previous research and the author can identify successful methods for this research based on the results of the comparison.

The author uses the findings of three previous studies on persuasive communication strategies that he has conducted, namely: The research journal "Persuasive Communication Strategy of Ustadz and Ustadzah in the Development of the Morals of Santri in the Muslim Minority Area" written by Endah Muthoharoh in 2023". In the results of this study, the researcher found that ustadz and ustazah had applied these three abilities, so that when delivering a message, the ustadz showed his expertise in attracting the trust of the students, the ustadz in his delivery used a style and language like the audience he was facing. The ustadz must also be able to stimulate the emotions of the students, to bring up a sense of happiness, namely with a cheerful demeanor. While my research The communication strategy used by Ustadz Ali Sati in increasing the enthusiasm of students to learn is by the ustadz greeting his students so that the students feel closer to Ustadz Ali Sati. And the location of the research is different from the researcher who did it.

Nisful Laily Zain (2017) with the title of the research "Persuasive Communication Strategy in Increasing Learning Spirit". Although teachers can apply various strategies to problematic students, the researcher in this study focused on the one-on-one approach with students at SMK PGRI 1 Pasuruan. The researcher utilized the results of the discussion. Direct communication and interaction with students, as well as with their parents. There are differences in the frequency and accessibility of the two approaches. Meanwhile, the difference between my research and this research is that Ustadz Ali Sati used an approach by greeting the students and asking about their family conditions at home so that the students considered the Ustadz as their own parents and the location of the research was also different from previous

research. Khaliduddin's research (2021) entitled "Communication strategies of Ustadz in increasing students' interest in learning the Qur'an at Dayah Darul Qur'an, Aceh, Indonesia" shows that there are five communication strategies used to increase students' interest in learning the Qur'an: recruitment, persuasion, repetition, and strategy. persuasive and careful communication tactics. The difference with my research is Ustadz Ali Sati's communication strategy in increasing the enthusiasm for learning male students by using persuasion, coercion, and information. And what distinguishes them is the place of research.

Al Kautsar Al Akbar Islamic Boarding School was established in 1978 (1982M). The Islamic boarding school located at Jalan Pelajar Timur Ujung No. 246, Medan, North Sumatra is based on the sharia and morals of Ahlusunnah wal Jamaah which are oriented to produce students who become worshipers of Allah 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 provide significant contributions to the development of Islamic teachings in Indonesia. The creation and development of the personality of Muslims, namely those who believe and are devoted to Allah SWT, have noble morals, are useful to society as public servants, are independent, free, and have a strong personality, spread Islam and glory. foster Muslims in society (Izzul Islam wal Muslimin), and love knowledge in order 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 stated in the National Education System Law (UU SISDIKNAS) of 2003 (UURI No. 20 of 2003) which states that educational development is the main goal of the national education system for students. The ability to develop into a healthy, moral, independent, creative, democratic, and responsible person, as well as believe and believe in God Almighty (Suparno et al., 2022). In its implications for the world of learning, male students of Al Kautsar Al Akbar Islamic Boarding School are not fully enthusiastic in learning, including in the subject of Hadith Science, where the cause of the students' lack of enthusiasm in learning is due to the lack of creativity of the Ustadz in delivering lessons and the Islamic Boarding School Program that bores the male students. Therefore, the researcher took the title of Ustadz Ali Sati's Persuasive Communication Strategy in Increasing the Enthusiasm for Learning Hadith Science for Male Students at the Al Kautsar Al Akbar Islamic Boarding School in Medan.

## **RESEARCH METHODS**

This study uses a qualitative method with a descriptive approach to identify and analyze persuasive communication strategies applied by Ustadz Ali Sati in increasing the enthusiasm of male students to learn at the Al Kautsar Al Akbar Islamic Boarding School in Medan. The location of this research was conducted at the Al Kautsar Al Akbar Islamic Boarding School located in Medan. Data collection techniques used include observation, interviews, and documentation. The research data sources consist of two types, namely primary data sources obtained directly from informants, namely Ustadz Ali Sati and the students, and secondary data sources obtained from related documents, such as teaching archives and activity records at the Islamic boarding school.

The validity of the data in this study was tested using the triangulation method technique, which involves checking the reliability of data through various sources and data collection techniques. Data analysis was carried out through the following stages: first, data collection, second, data reduction to focus on relevant information, third, data presentation in narrative form that facilitates understanding, and finally, drawing conclusions that can provide an in-depth understanding of the application of persuasive communication strategies. The main objective of this study is to determine and describe how persuasive communication strategies are applied by Ustadz Ali Sati in increasing the enthusiasm of students to learn, especially in studying the science of hadith at the Al Kautsar Al Akbar Islamic Boarding School in Medan.

## **RESEARCH RESULT AND DISCUSSION**

Al Kautsar Al Akbar Islamic Boarding School was established in 1978 (1982M). The Islamic boarding school located at Jalan Pelajar Timur Ujung No. 246, Medan, North Sumatra is based on the sharia and morals of Ahlusunnah wal Jamaah which are oriented to produce students to become worshipers of Allah as sholihin. Based on the research findings, 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 covered the researcher's need for data and the written data submitted can strengthen the research findings.

Here is an excerpt from the interview "Ustadz Ali Sati has a special approach to students such as asking the students' condition personally asking about the condition of the students and their families so that the students consider the ustadz as their parents at the Islamic boarding school that is what makes the students enthusiastic about learning because the students consider ustadz Ali Sati like their parents at home. Ustadz Ali Sati also has a personal approach to

students, to bring out the students' happiness, namely by being cheerful, creative learning so that it is not monotonous, and in his delivery, Ustadz Ali uses language that is easy for students to understand, although the three skills are not perfect, but these three strategies are Ustadz Ali Sati's priorities in increasing the enthusiasm for learning hadith science, male students of the Al Kautsar Al Akbar Islamic Boarding School in Medan. Ustadz Ali Sati's communication strategy is a very commendable discourse because with the feeling of being close between the ustadz and the students, the male students feel comfortable and calm in learning, so if the students are calm in learning, of course their minds will not wander, so the students can easily understand the learning in their minds, so it is as if the ustadz is a parent, he guides, he teaches, he, so with that, the students are happy with the learning.



**Figure 1. Interview with Ustadz Ali Sati.**

The persuasive communication strategy of the ustadz in increasing the enthusiasm of the male students of the Al Kautsar Al Akbar Medan Islamic Boarding School, Ustadz Ali Sati has a learning model. with different models every day when teaching students do not get bored because if only one model of learning method makes students bored, if students are bored to learn then the enthusiasm of the students decreases, for example sleeping in class if they have slept in class what the ustadz said the students do not know, there is no lesson. because the students sleep in class and do not understand what the ustadz teaches in class. Various models of attractions that can be made by ustadz to increase the enthusiasm of students to learn the science of hadith in that way the students are enthusiastic not monotonous because if the students are monotonous, monotonous what he said he answered there was no development, while now in the process called the independent curriculum. The students are the ones who interact between the ustadz and the students, therefore it is necessary for the students to talk to

the ustadz, so what happens is called inquiry, with the inquiry there is feedback (feedback) if there is feedback it means living in the learning session. If in the lesson the students are enthusiastic in learning, the ustadz will definitely be enthusiastic in teaching, that is the result of the learning received by the students by creating different models so that the students are not bored to learn the science of hadith, the learning method ". (Ustadz Ali Sati, Ustadz teaching hadith to male students). It can be concluded from the interview above that Ustadz Ali Sati's communication strategy in increasing the enthusiasm for learning the science of hadith of male students at the Al Kautsar Al Akbar Islamic Boarding School uses strategies including a personal approach to students, creative learning that is not monotonous in learning, and finally language that is easy for male students to understand.

### **Ustadz Ali Sati's Persuasive Communication Strategy in Increasing the Enthusiasm for Learning of Male Students at the Al Kautsar Al Akbar Islamic Boarding School in Medan**

Persuasive communication is a term used to describe communication efforts to change someone's perspective. The communication discipline called persuasive communication is often applied to persuade others in various contexts, including the education sector (Zafitri, 2020). In increasing the enthusiasm of students to learn, Ustadz Ali Sati takes a personal approach to the students so that the students can be enthusiastic again in learning so that it also has an impact on the students to change their attitudes towards the better. In communication strategy, the role of the communicator is very important. Because the effectiveness of the communication strategy is also determined by the communication media. This is in line with the general strategy implemented by the communicator when received in a way that achieves the specified goals. In other words, the effectiveness of the communication strategy depends on the level of relationship between the communicator and the communicant in relation to the intended message.

It is important to understand the purpose of communication before engaging in it. So, who is the target audience for correspondence 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; the Ustadz of the Al Kautsar Al Akbar Islamic Boarding School hopes that the students will hear the message and be moved to act. Determining the purpose of 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 communicant, namely the understanding of the background and character of the students at the Al Kautsar Al Akbar Medan Islamic Boarding School, the researcher observed in this study that the students at the Islamic boarding school lacked enthusiasm in studying the science of hadith. Ustadz Ali Sati must be able to communicate in a way that is easy for students to understand so that students feel close to the ustadz. Of course, the Islamic boarding school hopes that its students are enthusiastic about learning, this is not in line with the Islamic boarding school program that bores students, if the Islamic boarding school program is able to make students not bored with the Islamic boarding school program, then what is expected by the Islamic boarding school will be achieved, namely that students are enthusiastic about learning. Punishment (sanctions) greatly affect students because with harsh punishments, students are certainly lazy to learn.

Informational, persuasive, or instructional tactics used in communication messages are determined by the purpose of the communication. The message conveyed to male students of Al Kautsar Al Akbar Islamic Boarding School Medan while studying the science of hadith can be understood by both Ustadz/Ustadzah and students of Al Kautsar Al Akbar Islamic Boarding School. as expressed by Ustadz Ali Sati, the following is an interview excerpt taken:

"The dominant communication strategy that the ustadz feels as a teacher is to greet the students a lot, not about greeting the students about the lesson, about greeting how the students' families are, greeting the students, how harmonious the parents of the students are, so with this the students can tell how the situation is at home and actually so that sometimes the students can be influenced in learning because of the influence of their parents, the parents of the students have problems at home so that the students are lazy to study but the students do not want to tell other people if asked then they will tell the story, that is what is called the affection of a ustadz for the students because he feels close to the ustadz and it is embedded in the hearts of the students 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 harsh because that will make them do more wrong things, so that is what is called an approach, protection. So that the students feel affection for the ustadz and the ustadz feels sincere in giving his knowledge. By asking about the whereabouts of the students. Interaction is very important between the ustadz and the students, not only in class but also outside the class" (Ustadz Ali Sati, a teacher of hadith science). From the interview,



the researcher concluded that a simple way such as greeting the students is one of the things 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 and vice versa. The message between the communicator and the communicant is what causes communication. The most crucial factor is that the communicator can easily understand and process the message. This can be achieved by using symbols, simple language, or words. Effective communication is based on the communicator's ability to understand the message being conveyed. The persuasive form of Ustadz Ali Sati invites and advises the students not to be lazy in learning. Ustadz Ali Sati asks his students first how they are. In increasing the enthusiasm of students to learn, Ustadz Ali Sati has three learning models that prevent students from getting bored and tired when studying. Three models used by Ustadz Ali Sati in increasing the enthusiasm of students to learn:

#### Constructivism Model

Cognitive learning theory emphasizes learning more than the learning outcomes themselves. Learning is not only related to the relationship between stimulus and response as in behavioral theory, but with the help of cognitive theory, learning is associated with a very complex thinking process (Nurhadi, 2020). Without underestimating the importance of external or environmental influences, cognitivism recognizes the role of individual elements in learning. According to cognitivism, learning is a lifelong process that involves interactions between humans and their environment. The furniture of our minds, cognitive functions as the center for all our activities, including identifying the surrounding environment, observing and analyzing various situations, seeking fresh information, drawing conclusions, and more.

**Cooperative Model** Cooperative learning is a teaching and learning strategy that uses small groups of students, providing opportunities for interaction with each other in the learning process (Tibahary, 2018). 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.

**Jigsaw Models** This learning method can be used if the learning material can be divided into several parts. This material does not need to be presented sequentially. This method can be applied to all students in a class and at the same time teaches students to teach something to others. (Nurhasnawati, 2011).

### **Causes of the Declining Enthusiasm for Learning Hadith Science among Male Students of Al Kautsar Al Akbar Islamic Boarding School, Medan**

Learning motivation is defined as a comprehensive driving force that maintains continuity and guides learning in such a way that it allows the achievement of the intended subject objectives. This driving force can exist both within and outside the student (without the need to create a series to meet certain requirements). Extrinsic motivation comes from or originates from sources outside the individual. When a person is motivated by their own desires, they act with intrinsic motivation. Extrinsic motivation comes from sources outside of a person (Zain 2017). There are three factors that cause the low enthusiasm for learning of students: the uninspiring teaching methods of the ustadz, harsh punishments, and boring curriculum. The condition of the Islamic boarding school which is located in the middle of the city means that the Islamic boarding school must be smarter in controlling the condition of the students and their living environment. Managing students to always have the enthusiasm for learning is not an easy thing. The persistence of his struggle is in line with the preaching of the people to practice Islamic law in everyday life which demands that preaching must be precise, persistent, and diligent. That is how Allah SWT reminded the Messenger of Allah in his duties and responsibilities of preaching. Based on this, it can be concluded that there is no need to use harsh methods in guiding students, because if students are harsh, it is feared that there will be difficult obstacles in carrying out what the Islamic boarding school wants, namely to become students who are enthusiastic about learning.

## **CONCLUSION**

Based on the findings of the study, the author concludes that the application of sanctions that are too strict and 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 have arisen if the Islamic boarding school was only able to read the existing situation. This means that the Islamic boarding school needs to be smarter in managing the conditions of students and their surroundings considering its location in the middle of the city. Managing students to always have motivation to study is not easy, so it takes different learning models, as well as approaches to students, and language that is easy for students to understand is what makes students increasingly less enthusiastic about studying. Ustadz Ali Sati's Persuasive Communication Strategy in Increasing the Enthusiasm of Male Students Ustadz Ali Sati uses a persuasive communication strategy by means of a personal approach to lazy students in studying, using different learning models, among the learning models used by Ustadz Ali Sati are, the Cognitivism Model, the Cooperative Model, the Jigsaw Model, and language that is easy for students to understand so that students are comfortable in studying hadith.

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