

Research trends of Islamic Communication and Broadcasting (KPI) students and challenges of Islamic communication science

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Abstract

The scientific development of Islamic communication is determined by research based on Islamic values. However, the challenge is that Islamic communication deals with established general communication sciences. This study aims to see trends in the research direction of Islamic Communication and Broadcasting Study Program students and its position in the development of Islamic communication science. This study uses a type of qualitative study conducted at the Department of Islamic Communication and Broadcasting, Faculty of Da'wah and Communication Studies, UIN Imam Bonjol Padang with documentation data collection techniques. The objects studied were original documents resulting from student research for the last 5 (five) years totaling 298 titles. The study findings show that 40.98% of students choose mass communication and new media studies, only 19.67% choose da'wah communication studies and da'wah scholarship. This certainly has an influence on the scientific construct of Islamic communication. This means that the discourse on communication science is still dominated by "secular" communication studies, there are still few communication studies originating from Islamic teachings. The implication of this study is the need to encourage the integration of Islamic communication science and general communication science in future KPI student research activities.

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Abstrak

Perkembangan keilmuan komunikasi Islam ditentukan oleh penelitian-penelitian yang berbasis pada nilai Islam. Namun, tantangannya adalah komunikasi Islam berhadapan dengan keilmuan komunikasi umum yang sudah mapan. Studi ini bertujuan untuk melihat kecenderungan arah penelitian mahasiswa Program Studi Komunikasi dan Penyiaran Islam serta posisinya bagi pengembangan keilmuan komunikasi Islam. Studi ini menggunakan jenis kajian kualitatif yang dilakukan di Jurusan Komunikasi dan Penyiaran Islam, Fakultas Dakwah dan Ilmu Komunikasi, UIN Imam Bonjol Padang dengan teknik pengumpulan data dokumentasi. Objek yang dikaji adalah dokumen asli hasil penelitian mahasiswa selama 5 (lima) tahun terakhir sebanyak 298 judul. Temuan studi menunjukkan 40,98% mahasiswa memilih kajian komunikasi massa dan media baru, hanya 19,67% memilih kajian komunikasi dakwah dan keilmuan dakwah. Hal ini tentu memberikan pengaruh terhadap konstruk keilmuan komunikasi Islam. Artinya wacana tentang ilmu komunikasi masih didominasi oleh kajian-kajian komunikasi yang bersifat "sekuler", masih sedikit kajian-kajian komunikasi yang bersumber dari ajaran agama Islam. Implikasinya, studi ini mendorong perlunya integrasi keilmuan komunikasi Islam dan ilmu komunikasi umum dalam kegiatan riset mahasiswa KPI kedepan.

Kata kunci

*ilmu komunikasi Islam;
kecenderungan
penelitian; siswa;
skripsi.*

INTRODUCTION

The constitution of number 12 of 2012 confirms that universities must implement *the Tridharma* of Higher Education which includes aspects of education, research, and community service. These three aspects must be implemented as well as possible in order to develop student competencies both pedagogically, socially, and professionally. To produce these three competencies and maintain the quality of higher education administration, outcomes produced, and its contribution in meeting the needs of the community, universities are required to improve the quality of their research (Yusup et al., 2021). The development of science in higher education can be seen from the development of writing related to the field of science, both writing the results of field research and writing the results of studies on the previous literature (Siregar, 2021).

The higher education curriculum is an institutional mandate that must always be updated and upgraded (Puspitasari, 2019) in accordance with the development of science and technology and human needs described in the learning outcomes of the curriculum. Universities must measure the quality of their graduates to produce

educated and quality human resources. The standard that becomes the reference is the learning achievement that has been formulated in the qualification level of the KKNI curriculum.

Students as learners as required by the education law must actively develop their potential in various ways, one of which is by learning and seeking scientific truth or research. At the undergraduate level, one form of learning and the search for scientific truth is in the form of thesis research. Thesis is a course that combines theory, experience, and field facts. Thesis is one of the scientific papers that are required for every student who will complete his studies at the undergraduate level (S1). Thesis is a scientific or research work that has been produced by students based on their interests and abilities in their respective fields. In this study, the study program studied is the Islamic Communication and Broadcasting Study Program (KPI), Faculty of Da'wah and Communication Studies at UIN Imam Bonjol Padang.

The students under the direction of their supervisors are given the authority to determine the scope of the study to be researched and the research approach and methodology used. This is based on the idea that basically research is an activity of tracking, searching and finding, collecting data, measuring, analyzing, synthesizing, comparing, seeing relationships, and interpreting things that are still unanswered, so that the approach can be done through various ways such as qualitative or quantitative approaches (Sukmadinata, 2011, p. 52). The selection of themes and the scope of research carried out by students is strongly influenced by the ability of students to see and analyze actual problems related to the science of Islamic Communication and Broadcasting Study Program. So, that the research conducted is able to respond and provide solutions to the problems that occur.

A number of studies related to the analysis of student tendencies in writing theses have been carried out from various perspectives, including "Trends in themes and research methods for undergraduate thesis (s1) and master thesis (s2) Communication and Political Science Study Program, Hasanuddin University in 2007-2011" conducted by Cangara et al (2013, 123-127). The results of his study indicate that the two strata (S1 and S2) in choosing a theme or issue seem to have almost the same tendency, which is quite varied and raises issues relevant to the concentration of their chosen field of study, namely for S1 tends to film and television issues, marketing, internal public, interpersonal communication, while master's degree students tend to the issue of ethics and legislation in mass media, political campaigns and candidate imaging, learning media, and media effects and public opinion. In terms of research methods, undergraduate and postgraduate students tend to have similarities, which are

still dominated by survey methods. Meanwhile, for the data analysis method, undergraduate students tend to use content analysis with a qualitative approach at the practical level, while postgraduate students tend to use surveys with quantitative analysis at the conceptual level.

Edi Irawan (2013) studied about “Analysis of research trends of student thesis of Mathematics Education Study Program STKIP PGRI Pacitan Academic Year 2012/2013. This research uses cases Studies of several student thesis researches in 2012/2013. The results showed that the most widely used quasi-experimental research was mathematics education students in the 2012/2013 academic year in preparing theses. Likewise, the most dominating educational issues are learning models and methods. While other attribute variables that are most often used are learning motivation, creativity, and learning discipline. While the research subjects that are often used are junior and senior high school students.

Furthermore, Chakam Failasuf research about “Analysis of research trends by students of the Department of Arabic Language and Literature, Faculty of Language and Arts, State University of Jakarta” (Failasuf, 2015). In this study it was found that within the last 5 years students have done research spread in various fields of research studies, which include; qualitative research with 151 theses, quantitative research with 100 theses, action research with 62 theses, and 8 comprehensive exam papers. In addition, Ari Indriani (2016) studied about “Analysis of thesis writing trends for students of the Mathematics Education Study Program at IKIP PGRI Bojonegoro.” This study examines how the distribution of thesis writing for students of the Mathematics Education Study Program of IKIP PGRI Bojonegoro in the 2015/2016 academic year as well as many variations of the main issues offered to solve problems in the field. As for writing the thesis that is most chosen by students of the mathematics education study program is quantitative research, the research subjects are SMP/MTs students.

Based on a number of literatures, especially what has been described in the previous section, there are variations in student tendencies in conducting research. The difference between this research and previous research lies in the object of study and the scientific framework studied, because as is known, each tertiary institution, especially at the study program level, has a different research approach and culture. One of the differences between this research and previous research is also in its contribution to the scientific building construct of Islamic communication. This study tries to explain that research conducted by students in Islamic Communication study programs should be related to the scientific construct of Islamic communication. But of course, on the other hand, the research tendencies of KPI students can be a challenge for Islamic communication science itself where there are not many Islamic paradigms that color

their research. This article wants to map these trends and then provide a model related to the need for integration of Islamic and communication sciences.

METHODS

This research is a qualitative descriptive study. Research is carried out in the Department of Islamic Communication and Broadcasting, Faculty of Da'wah and Communication Studies, UIN Imam Bonjol Padang. This study uses a method of systematic analysis of the documents as a source of data (Riyanto, 1996). The object of research is the original document of student research results or thesis for the last 5 (five) years as many as 298 titles with details as follows: 2017 as many as 23 titles; in 2018 as many as 27 titles; in 2019 as many as 76 titles; in 2020 as many as 65 titles; and in 2021 as many as 107 titles. This research data collection was carried out through documentation technique.

Data processing techniques are *first*, data checking. *Second*, classifying, namely the process of grouping all the data, both from the results of interviews with research subjects, observations and direct recording in the field or observations. *Third*, verifying, namely the process of checking the data and information that has been obtained from the field so that the validity of the data can be recognized and used in research. *Fourth*, analyzing, namely grouping data by studying the data and then sorting important data for analysis. *Fifth*, concluding, namely the last step in the data processing. This conclusion will become data related to the author's research object.

RESULTS AND DISCUSSION

Problems of thesis writing in the Islamic Communication and Broadcasting study program (KPI)

Students are required to write a thesis as one of the requirements for graduating at the undergraduate level. Thesis written is the result of field research or library research. Students in each study program have different tendencies in choosing studies and the type of research that will be used in compiling theses. Many factors influence the tendency of students to choose the study and the type of research used and sometimes the gap in this trend is very significant. For instance, students tend to choose research problems that are almost saturated, focus on certain fields or even choose the same theme from the thesis of the previous batch of students. The focus of the research only dwells on the focuses that have been investigated in previous research. If this is allowed to continue, it will result in a lack of student research skills on other research themes and a low variety of research issues or problems. This condition causes thesis

research conducted by students to be identical with each other, so that it tends to be monotonous.

Our research found several cases of students who took exactly the same research problems as previous research, there were students who researched outside of the scientific study of their study program. This is influenced by many factors, including the lack of students in understanding research problems, lack of analysis of information obtained from seniors, less selective in understanding information obtained from reading materials sourced from previous theses (KPI Study Program Documentation, 2021).

In the Department of Islamic Communication and Broadcasting, there are tendencies of students in choosing the same study material in compiling their thesis. Students tend to look for research problems that already exist, are easy, and can be solved quickly. So that many student works (thesis) that have become less useful for the community. Only a small number of students seek and find new ideas and ideas in research problems. Whereas students are given time to complete the thesis within one to two semesters or six to twelve months of college. However, in reality many students need more than six months to complete their thesis, so that what happens next is a delay in completing studies (congestion) and often leads to student spending (dropout) or inactivity because the study period has ended. This happens because of many things, one of which is because students have difficulty finding titles as objects of research. This difficulty makes students tend to read and imitate the thesis or previous research.

The thesis contains a study of scientific problems in accordance with their respective fields of study that are useful, both for the development of science and for solving real problems faced. Through thesis research, students are expected to be able to express their ideas and then apply the knowledge they have acquired during college, so that they are able to provide concrete benefits for the community according to their field of science. The implementation of the KKN curriculum expects the minimum skills that must be mastered by students after graduation which refers to four aspects of needs (1) attitude (2) work ability, (3) knowledge, and (4) managerial and responsibility. The four abilities must then be translated into a learning outcome in each course in the study program, one of which is in the thesis course.

The trend of research in the world of education is always changing from time to time along with the development of science and technology. The rapid development of technology has a significant effect especially research on Islamic Communication and Broadcasting study program as a department that has a direct relationship with the development of communication media. The Islamic Communication and Broadcasting Study Program want its graduates to be absorbed by jobs that match their

competencies. Some considerations in determining the theme and title of the thesis are; 1) the level of originality of the object under study; 2) having scientific relevance and attractiveness; 3) Has the principle of benefit; 4) In accordance with scientific disciplines; 5) Have factual and actual elements; 6) Can be researched; and 7) In accordance with the ability and competence of students.

Until 2021, there are 521 students in the Communication and Broadcasting Study Program (actively participating in academic activities). The details are the 2021 batch of 123 people; class of 2020 as many as 89 people; 2019 batch of 100 people; class of 2018 as many as 103 people; class of 2017 as many as 88 people; and class of 2016 there are still 15 people and class of 2015 only 3 people. Based on documents obtained from the administration section of the Faculty of Da'wah and Communication Studies at UIN Imam Bonjol Padang, the number of theses written by students from 2017 to 2021 was 305 theses as seen in table 1.

Table 1. Distribution KPI theses, Faculty of Da'wah and Communication Studies, UIN Imam Bonjol Padang in 2017 - 2021

Year	Quantity
2017	30
2018	27
2019	76
2020	65
2021	107
Total	305

KPI student thesis tendencies

Regarding the main theme of the thesis research of the students of the Islamic Communication and Broadcasting Study Program from 2017 to 2021, it can be seen that of the 12 main theme categories that are the scope of communication research, the highest percentage is the study of mass communication/journalism, which is 24.59 %, followed by 16.39% of new media studies and 14.43% of interpersonal communication studies.

The tendency of student research is influenced by various factors, both originating from the students themselves, as well as influences from outside themselves. The extent to which students understand the problem under study, the extent to which students understand the research methodology, and so on. During the last five years, research by students of the Islamic Communication and Broadcasting Study Program can be grouped based on communication themes as presented in table 2.

Table 2. Scope trends of KPI student thesis studies

No	Scope of Communication Studies	Quantity / Year					Total (%) 2017 - 2021
		2017	2018	2019	2020	2021	
1	Com. Mass/ Journalism	14	5	12	20	24	75 / (24,59%)
2	Public Relations	0	2	6	0	2	10 / (3,28%)
3	Communication Broadcast	1	3	3	2	4	13 / (4,26%)
4	Interpersonal Communication	5	5	8	10	16	44 / (14,43%)
5	Marketing Communication / Advertising	3	2	8	2	6	21 / (6,89%)
6	Organization Communication	0	0	7	4	9	20 / (6,56%)
7	New Media (internet/online)	3	1	12	10	24	50 / (16,39%)
8	Intercultural Communication	0	2	7	4	8	21 / (6,89%)
9	Politic Communication	0	0	1	0	0	1 / (0,33%)
10	Development Communication	0	1	2	1	0	4 / (1,31%)
11	Group Communication	0	0	1	1	3	6 / (1,97%)
12	Da'wah Communication	4	12	9	10	11	40 / (13,11%)

The study of mass communication/journalism and New Media has a fairly broad scope. Seeing its function and role in communicating the growth of human civilization which is growing day by day. Media is needed to pass this information from one generation to the next. The role of mass media and new media in communicating it is very much needed (Nuridin, 2009; Effendy, 2002). The part that is most studied by students of the Islamic Communication and Broadcasting Study Program, Faculty of Da'wah and Communication Studies, is about media theory which concentrates on how the media works and the influence of the media on the audience. The basis of this perspective is a functionalist approach that focuses on mass communication systems, how mass communication systems work, and what mass communication does. The choice of the theme of mass communication/journalism and new media has become the highest choice in the last five years. This study is interesting, because mass communication and new media are considered as determinant factors in society (Fadli, 2018) independent and can create change in society (Mendayun & Sjachro, 2019; Goldberg, 2006).

The most prominent issue each year is the study of mass communication and new media as shown in Figure 1. Based on the components of mass communication proposed by Hiebert, Ungurait, and Bohn, or often abbreviated as HUB (Mulyana, 2001; Littlejohn, 2002; Liliweri, 2003) sub-theme the most prominent is in the media section. Media include: print media such as newspapers, magazines, tabloids. Electronic media such as radio, television, and film. Among the examples of selected titles include: "Semiotic Analysis of Film 99 Lights in the Sky Europe Perspective Religious Tolerance"; "Framing Analysis of Antasari Azhar and SBY Conflict Reports in Online Media (Online Media Framing Analysis of Sindonew.com and Tempo.co Period 1 -28 February 2017)."

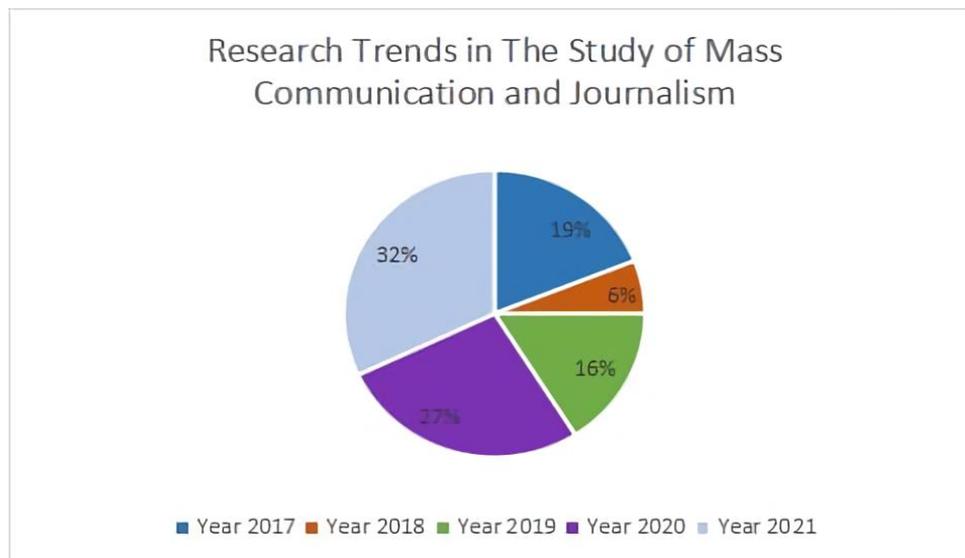


Figure 1. Research trends in the study of mass communication and journalism in KPI program

In addition, the types of student research also varied as shown in table 3. The data showed that the type of descriptive research was mostly carried out by students with a total of 269, followed by case study research and field studies of 215, and correlational research of 25.

Table 3. Distribution of types trends of communication research of KPI students

No	Communication Research Type	Quantity / Year					Total	%
		2017	2018	2019	2020	2021		
1	<i>Historic research</i>	0	0	0	0	0	0	-
2	<i>Descript research</i>	28	24	69	52	96	269	88,20
3	<i>Developmental research</i>	0	0	0	0	0	0	-
4	<i>Case study and field research</i>	20	22	55	47	71	215	70,49
5	<i>Correlational research)</i>	2	2	6	9	6	25	8,20
6	<i>Causal comparative research</i>	0	0	0	0	0	0	-
7	<i>Experimental research</i>	0	0	0	0	0	0	-
8	<i>Action research</i>	0	0	0	0	0	0	-

Regarding the comparison of the tendency of students to choose da'wah studies or communication studies, it seems that KPI students have a tendency towards the field of communication studies with a frequency of 80.33%. Only 19.67% of the da'wah study

fields were selected, as shown in table 4. Da'wah studies are less attractive to students because indeed students tend to follow the current trend of media progress. Da'wah studies are considered traditional, while communication studies are considered more adaptive to progress.

Table 4 Distribution of fields of research for students of KPI

Field of Study	2017	2018	2019	2020	2021	Total	%
Da'wah Science	6	6	10	17	21	57	19,67
Communication Studies	24	21	66	48	86	241	80,33
Other Science	0	0	0	0	0	0	0,00
Total	30	27	76	65	107	305	

Furthermore, if grouped based on the type of research method used in research by students, it is divided into four types used, two of which are very dominant, namely survey or field research methods and content analysis. While the other two types, namely case studies and ethnography are very lacking, even one of them has zero percent of interest, as seen in table 5. It seems that survey research and content analysis were chosen by students because it is easier to do than case study and ethnography-based studies which require students to spend a long time in the field. At this time surveys are facilitated by simply distributing Google forms and content analysis can be carried out with the help of many sources in today's various media channels.

Table 5. Distribution of research method trends in student thesis writing

Research Methods	2017	2018	2019	2020	2021	Total	%
Experiment	0	0	0	0	0	0	-
Survey (Field Research)	17	19	50	44	62	192	62,95
Content Analysis							
a. Semiotics							
b. Framing Analysis							
c. Discourse Studies (Textual)	13	6	20	18	37	94	30,82
d. Critical Discourse Analysis							
e. Rhetoric Analysis							
f. Ideological Analysis							
Case Study	0	1	2	4	4	11	3,61
Ethnography	0	1	5	3	4	13	4,26

Regarding the data analysis method used by students of the Islamic Communication and Broadcasting study program, it was found that from the three types of data analysis methods available, students tend to use only two, namely qualitative

methods and quantitative methods. 87.54% of the KPI study program students used qualitative methods, meaning that there were 267 students who used qualitative analysis methods for the last five years. Then students who use quantitative methods are 12.46%, meaning that only 38 students have used quantitative analysis methods for the last five years as seen in table 6.

Table 6. Distribution of trends in data analysis methods in thesis

Data analysis method	2017	2018	2019	2020	2021	Total	%
Qualitative Method	28	25	66	55	93	267	87,54
Quantitative Method	2	2	10	10	14	38	12,46
Mixing Method	0	0	0	0	0	0	-

From the table 6, it can be understood that social studies conducted at religious universities, as seen in the Islamic Communication and Broadcasting Study Program, Faculty of Da'wah and Communication Studies above, are still very poorly studied with a quantitative approach, moreover there is no mixed method at all. This is due to the limited ability of students to understand quantitative methods and mixing methods (Sugiyono, 2015; Widoyoko, 2014) in addition to studying more on social aspects.

Students research and the construction of Islamic communication science

Research plays a very important role in the development of science. Yoseph and Yoseph in Sukardi, explained that research is nothing but art and science to find answers to a problem (Sukardi, 2003). The combination of art and science in a research concept will provide a space that will accommodate differences in what is meant by research. Kerlinger describes research as a discovery process that has several scientific characteristics, namely systematic, controlled, empirical and based on theories and hypotheses or temporary answers (Kerlinger, 1986, p. 23; Moleong, 2004).

In discussing the scientific construct of Islamic communication, it can be seen from various aspects, for example the object of study which consists of material objects and formal objects. The material object of Islamic communication science is to study human activities. The activity in question is related to human communication activities in an Islamic perspective. Humans in the Islamic perspective are humans who are able to communicate with themselves, fellow humans, with the natural surroundings and can even communicate with God. While the formal object of Islamic communication science is to study messages which is conveyed by the sender of the message (communicator) to the recipient (communicant) based on the Qur'an and al-Sunnah. In general, there is no

difference between the messages in communication science and Islamic communication. It's just that the messages in Islamic communication need to be strengthened by the values contained in the Qur'an and al-Sunnah. However, Islamic communication according to Muhammad Kamal al-Din Ali Yusuf quoted by Abdul Basit (2016) is the act of conveying correct and accurate information, ideas, and attitudes which are true and accurate according to Islam.

Research conducted by students of the Islamic Communication and Broadcasting Study Program can actually strengthen the position of the material object of Islamic communication science, because research is very important in discovering the truth about knowledge (Rakhmat, 2012). However, their studies have not significantly strengthened the science of Islamic communication and broadcasting.

Judging from the growing research trends, both based on the scope of communication, field of study, and research methods in the Islamic Communication and Broadcasting Study Program, it can be seen that the study of communication science in the KPI department is still dominated by "secular communication studies," very little communication studies originating from religious teachings" religion, especially Islam. Even if there is a study on Islamic communication, it is more of a normative textual study. Researchers view that the tendency of students to ignore the field of Islamic communication studies is due to several reasons:

1. Issues of contemporary trends, where students view that Islamic studies (da'wah) are traditional while media communication studies are advanced.
2. The issue of student backgrounds, not all of which come from religious education institutions. Many of them come from general education so they do not have the ability to explore Islamic communication knowledge.
3. The advancement of new media makes the study of da'wah or Islamic communication unattractive.

So, the researchers suggest that the most likely thing to do is carry out scientific integration in the research process, namely the integration of religious knowledge and modern science (Hassan, 2022). The scientific integration model that can be offered is by humanizing Islamic sciences (Islamic communication/da'wah), and spiritualizing general communication sciences. This means that theories or concepts that develop in general communication can be explained within the framework of Islamic principles (Khalil, 2016); meanwhile, Islamic values must also be ready to be contextualized. The future KPI research model will no longer be research based on general communication studies, but research using Islamic communication approaches as a basis.

CONCLUSION

Based on the previous description, it can be seen that the tendency of student research in the KPI study program in terms of scope and field of study shows that 40.98% of students choose the study of mass communication and new media, 19.67% choose the study of da'wah communication and da'wah science. While the trend in research methods, KPI study program students use qualitative methods as much as 87.54%, meaning that there are 267 students who use qualitative analysis methods during the last five years. While the quantitative method is 12.46%, meaning that there are 38 students who have used quantitative analysis methods for the last five years. Judging from the trend of developing research, both based on the scope of communication, field of study, as well as research methods used by students in the Islamic Communication and Broadcasting Study Program. This fact requires serious attention to the position of Islamic communication science. In the future, scientific integration becomes an important thing to accommodate all student tendencies.

This study can contribute to the development of a new model of Islamic communication research. Islamic communication science should be built on research based on an Islamic framework that integrates with general communication science.

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