

ABSTRAK

Abd Razak, 2026. Strategi Komunikasi Keagamaan Muhammadiyah Pada Masyarakat Adat Balla Tujua Onto di Kabupaten Bantaeng. (Di Bimbing oleh Syukri dan Ilham Riyadi)

Muhammadiyah sebagai organisasi Islam besar di Indonesia memiliki peran strategis dalam membentuk praktik keagamaan melalui pendekatan dakwah yang adaptif terhadap konteks sosial budaya. Penelitian ini dilatarbelakangi oleh kuatnya tradisi adat di Balla Tujua Onto, Kabupaten Bantaeng, yang dalam praktiknya seringkali bersinggungan dengan nilai-nilai Islam.

Penelitian ini bertujuan untuk menganalisis strategi komunikasi keagamaan Muhammadiyah dalam menanamkan nilai Islam di tengah masyarakat adat. Metode penelitian yang digunakan adalah kualitatif dengan metode observasi dan wawancara.

Hasil penelitian menunjukkan bahwa Muhammadiyah masuk pada tahun 1980-an melalui Ust. Adamin. Masyarakat sebelumnya telah beragama Islam, namun praktiknya dipengaruhi kepercayaan adat, termasuk larangan salat di kawasan adat. Perubahan terjadi melalui pembuktian empiris dengan pelaksanaan salat berjamaah yang tidak menimbulkan dampak.

Strategi komunikasi dilakukan secara persuasif, bertahap, dan dialogis melalui pendekatan interpersonal, diskusi, serta penghormatan terhadap adat. Pendekatan ini efektif dalam membangun kepercayaan dan mendorong perubahan perilaku keagamaan, seperti meningkatnya ibadah dan kesadaran akan pentingnya Pendidikan. Sehingga dapat disimpulkan bahwa keberhasilan dakwah didukung oleh integrasi *ethos*, *pathos*, dan *logos*. Strategi komunikasi Muhammadiyah terbukti adaptif dan mampu menciptakan transformasi sosial-keagamaan tanpa konflik budaya.

Kata kunci: Komunikasi Keagamaan, Masyarakat Adat, Muhammadiyah, Balla Tujua Onto.

ABSTRACT

Abd Razak, 2026. Muhammadiyah Religious Communication in the Balla Tujua Onto Indigenous Community in Bantaeng Regency. (Supervised by Syukri and Ilham Riyadi)

As a major Islamic organisation in Indonesia, Muhammadiyah plays a strategic role in shaping religious practices through a da'wah approach that is adaptable to the socio-cultural context. This study is motivated by the strong indigenous traditions in Balla Tujua Onto, Bantaeng Regency, which in practice often intersect with Islamic values.

This study aims to analyse Muhammadiyah's religious communication strategies in instilling Islamic values within indigenous communities. The research method employed is qualitative, utilising observation and interviews.

The findings indicate that Muhammadiyah entered the area in the 1980s through Ust. Adamin. The community had previously been Muslim, but their practices were influenced by indigenous beliefs, including a prohibition on praying in indigenous areas. Change occurred through empirical demonstration by holding congregational prayers that did not cause conflict.

The communication strategy was carried out persuasively, gradually, and through dialogue using an interpersonal approach, discussions, and respect for indigenous customs. This approach was effective in building trust and encouraging changes in religious behaviour, such as an increase in worship and awareness of the importance of education. It can therefore be concluded that the success of the da'wah was supported by the integration of ethos, pathos, and logos. Muhammadiyah's communication strategy proved to be adaptive and capable of creating socio-religious transformation without cultural conflict.

Keywords: Religious Communication, Indigenous communities, Muhammadiyah, Balla tujua onto.