

## ABSTRAK

Skripsi dengan judul “Persepsi Masyarakat Pesantren Pada Retorika Dakwah KH. Bahrul Munir Ponpes Anwarul Haromain Desa Baruharjo Kecamatan Durenan Trenggalek” ini ditulis oleh Khevin Zainul Sasmita NIM. 126304211034, pembimbing Dr. Luthfi Ulfa Ni’amah, M.Kom.I

**Kata Kunci:** *Retorika Dakwah, Persepsi Masyarakat, KH. Bahrul Munir*

Perubahan sosial yang cepat menuntut para dai untuk menyampaikan dakwah dengan metode komunikasi yang lebih efektif dan relevan. Dalam konteks ini, retorika dakwah menjadi unsur penting dalam mempengaruhi dan menyentuh hati masyarakat Pesantren. Penelitian ini dilatarbelakangi oleh urgensi memahami bagaimana persepsi masyarakat terhadap retorika dakwah yang digunakan oleh KH. Bahrul Munir di Pondok Pesantren Anwarul Haromain, Desa Baruharjo, Kecamatan Durenan, Trenggalek. Tujuan utama penelitian ini adalah untuk menjelaskan pandangan masyarakat terhadap gaya dakwah Kyai Bahrul Munir serta mengidentifikasi hambatan dan peluang penerimaannya.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Data dianalisis secara sistematis dengan menggunakan teori retorika klasik Aristoteles, yaitu *ethos* (kredibilitas), *pathos* (emosi), dan *logos* (logika). Hasil penelitian menunjukkan bahwa retorika dakwah KH. Bahrul Munir dinilai sangat efektif dalam menyampaikan pesan keagamaan kepada masyarakat. Penggunaan bahasa Jawa Kromo Inggil, kedalaman materi, dan sikap santun beliau memperkuat keterhubungan emosional dan meningkatkan pemahaman keagamaan warga. Namun, hambatan muncul dari generasi muda yang cenderung kurang memahami bahasa dan pendekatan tradisional.

## ABSTRACT

The thesis entitled "Community Perception of the Da'wah Rhetoric of KH. Bahrul Munir at Anwarul Haromain Islamic Boarding School, Baruharjo Village, Durenan Subdistrict, Trenggalek" was written by Khevin Zainul Sasmita, Student ID 126304211034, under the supervision of Dr. Luthfi Ulfa Ni'amah, M.Kom.I.

**Keywords:** *Da'wah Rhetoric, Public Perception, KH. Bahrul Munir*

The rapid pace of social change demands that Islamic preachers (dai) employ more effective and contextually relevant methods of communication. In this regard, rhetorical skills in preaching (da'wah) play a crucial role in influencing and emotionally engaging audiences. This study examines public perceptions of the rhetorical preaching of KH. Bahrul Munir at Anwarul Haromain Islamic Boarding School (Pesantren), Baruharjo Village, Durenan Subdistrict, Trenggalek Regency. The primary objective is to explore how the local community interprets and responds to his preaching style, while also identifying barriers and opportunities for its reception. This research employs a descriptive qualitative approach, with data collected through observation, in-depth interviews, and documentation. Data were analyzed using Aristotle's classical rhetorical framework: *ethos* (credibility), *pathos* (emotional appeal), and *logos* (logical reasoning).

The findings indicate that Kyai Bahrul Munir's preaching is perceived as highly effective in conveying religious messages. His use of polite Javanese language (Kromo Inggil), deep religious content, and respectful demeanor strengthen emotional resonance and religious understanding among the local audience. However, challenges arise in younger generations who may struggle to connect with traditional rhetorical and linguistic styles. In conclusion, Kyai Bahrul Munir's rhetorical approach significantly enhances religious communication with the local community, particularly among older generations. This study contributes to the development of culturally grounded da'wah strategies. Further research is recommended to explore multi-generational rhetorical approaches to broaden the impact of Islamic preaching across diverse social groups.