

ABSTRAK

Skripsi dengan judul “*Persepsi Gen Z terhadap Tantangan Pernikahan (Studi Analisis Narasi Pernikahan dalam Dakwah Buya Yahya pada Channel YouTube Al-Bahjah TV)*” ini ditulis oleh Mahesa Meta Putri Yusriani, NIM 126311213048, dengan pembimbing Aminatul Ummah, M.Pd.

Kata Kunci: Persepsi, Dakwah Digital, Pernikahan, Gen Z, Buya Yahya, Teori Kultivasi

Fenomena ketakutan terhadap pernikahan di kalangan generasi Z (Gen Z) menjadi perhatian serius dalam dinamika sosial dan keagamaan saat ini. Ketakutan tersebut muncul dari berbagai faktor, mulai dari kekhawatiran terhadap ketidakstabilan ekonomi, trauma keluarga, ketidaksiapan mental, hingga pengaruh media sosial yang membentuk narasi negatif terhadap pernikahan. Di tengah fenomena ini, dakwah digital memiliki peran strategis dalam membentuk dan membimbing persepsi masyarakat, khususnya Gen Z, melalui pendekatan yang relevan dengan karakteristik generasi tersebut. Penelitian ini bertujuan untuk mengungkap persepsi Gen Z terhadap narasi pernikahan dalam dakwah Buya Yahya yang disampaikan melalui channel YouTube Al-Bahjah TV, serta mengkaji perbedaan persepsi antara Gen Z yang aktif dan tidak aktif mengakses konten dakwah tersebut. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teori kultivasi sebagai pisau analisis utama. Teori ini menyoroti bagaimana media, ketika dikonsumsi secara rutin, mampu membentuk pandangan dunia dan persepsi khalayak secara gradual. Teknik pengumpulan data dilakukan melalui analisis isi video dakwah Buya Yahya, wawancara mendalam dengan tiga informan dari kalangan Gen Z yang memiliki tingkat keterpaparan berbeda terhadap konten dakwah, serta observasi komentar-komentar pengguna di platform YouTube. Hasil penelitian menunjukkan bahwa narasi pernikahan yang disampaikan Buya Yahya menekankan pada pernikahan sebagai bentuk ibadah, penyempurna iman, dan jalan memperoleh ridha Allah SWT. Narasi ini bersifat solutif, menenangkan, serta menggabungkan pendekatan spiritual dan psikologis. Gen Z yang aktif menonton konten Buya Yahya menunjukkan transformasi persepsi yang lebih positif terhadap pernikahan, menganggapnya sebagai proses yang dapat dijalani bersama dengan kesiapan mental dan spiritual. Sebaliknya, Gen Z yang tidak aktif menonton cenderung mempertahankan pandangan negatif atau ambivalen terhadap pernikahan. Penelitian ini merekomendasikan pentingnya optimalisasi dakwah digital yang komunikatif, empatik, dan berorientasi pada penyelesaian masalah nyata yang dihadapi generasi muda, serta perlunya keterlibatan psikologi dakwah dalam membentuk konten keislaman yang membunikan dan mudah diterima.

ABSTRACT

This undergraduate thesis, entitled “Narrative of Marriage in Buya Yahya's Preaching on the Al-Bahjah TV YouTube Channel: A Study of Gen Z's Perception of the Challenges of Marriage”, was written by Mahesa Meta Putri Yusriani, NIM 126311213048, under the supervision of Aminatul Ummah, M.Pd.

Keywords: Perception, Digital Da'wah, Marriage, Gen Z, Buya Yahya, Cultivation Theory

The phenomenon of fear toward marriage among Generation Z (Gen Z) has become a significant concern in today's social and religious dynamics. This fear arises from various factors, including anxiety over economic instability, family trauma, psychological unpreparedness, and the influence of social media that often promotes negative narratives about marriage. In this context, digital da'wah plays a strategic role in shaping and guiding public perceptions, particularly among Gen Z, through approaches that are relevant to the characteristics of this generation. This research aims to explore how Gen Z perceives the marriage narratives delivered by Buya Yahya through the Al-Bahjah TV YouTube channel, as well as to examine the differences in perception between Gen Z individuals who actively engage with his content and those who do not. The study adopts a qualitative descriptive approach with cultivation theory as its main analytical framework. This theory emphasizes how continuous media exposure gradually shapes the audience's worldview and perceptions. Data were collected through content analysis of Buya Yahya's preaching videos, in-depth interviews with three Gen Z informants with varying levels of exposure to the content, and observations of user comments on YouTube. The findings indicate that Buya Yahya's marriage narratives emphasize marriage as an act of worship, a means of completing one's faith, and a path to attaining divine pleasure (ridha of Allah SWT). His messages are constructive, calming, and combine spiritual and psychological approaches. Gen Z audiences who regularly watch Buya Yahya's content tend to develop more positive perceptions of marriage, viewing it as a process that can be undertaken with mental and spiritual preparedness. In contrast, those who are not actively engaged remain hesitant or maintain negative views. This research recommends the optimization of digital da'wah that is communicative, empathetic, and focused on addressing real issues faced by young people today. It also calls for the integration of da'wah psychology in the development of Islamic content that is grounded, relatable, and accessible.