

ABSTRAK

**PENGARUH STRATEGI KOMUNIKASI TERHADAP
EFEKTIVITAS KOMUNIKASI UMAT BUDDHA DALAM
PROGRAM PUJA BAKTI
(Studi Pada Humas Vihara di Bandar Lampung)**

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Puja bakti merupakan salah satu ritual utama dalam praktik keberagamaan umat Buddha yang berfungsi sebagai sarana pembinaan spiritual dan internalisasi nilai-nilai *Dhamma*. Namun, implementasi puja bakti di Vihara Bandar Lampung masih menghadapi sejumlah kendala, seperti rendahnya partisipasi umat akibat kesibukan pribadi, minimnya pemahaman terhadap ajaran Buddha, dan lemahnya motivasi untuk hadir secara rutin. Tujuan penelitian ini adalah mengkaji pengaruh strategi komunikasi yang diterapkan oleh humas vihara terhadap efektivitas komunikasi umat dalam program puja bakti. Strategi komunikasi dianalisis melalui tujuh variabel: kredibilitas, konteks, isi pesan, kejelasan, kontinuitas dan konsistensi, saluran, serta kapabilitas khalayak. Penelitian ini menggunakan metode campuran (*mix methods*) dengan desain *explanatory sequential* menurut Creswell, yang diawali dengan pendekatan kuantitatif melalui penyebaran kuesioner kepada 281 responden umat Buddha, kemudian dilanjutkan dengan pendalaman data secara kualitatif. Data dalam penelitian ini dianalisis menggunakan regresi ganda yang menunjukkan bahwa secara simultan ketujuh variabel strategi komunikasi memberikan kontribusi sebesar 73,8% terhadap efektivitas komunikasi dan sisanya 26,2% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini dengan pengaruh dominan ditunjukkan oleh kredibilitas (24,1%) dan pengaruh terendah ditunjukkan oleh saluran (3%). Temuan ini menegaskan pentingnya peran humas vihara dalam merancang strategi komunikasi yang terstruktur dan berorientasi pada kebutuhan umat untuk meningkatkan efektivitas pelaksanaan puja bakti di vihara Bandar Lampung.

Kata Kunci: Efektivitas Komunikasi, Humas vihara, Strategi Komunikasi, Umat Buddha

ABSTRACT

**THE INFLUENCE OF COMMUNICATION STRATEGIES ON
THE EFFECTIVENESS OF BUDDHIST COMMUNICATION IN
THE PUJA BAKTI PROGRAM**

(A Study of Monastery Public Relations in Bandar Lampung)

By

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Puja bakti is one of the main rituals in Buddhist religious practice that serves as a means of spiritual development and internalisation of Dhamma values. However, the implementation of puja bakti in Bandar Lampung Monastery still faces a number of obstacles, such as low participation of devotees due to personal busyness, lack of understanding of Buddhist teachings, and weak motivation to attend regularly. The purpose of this study is to examine the effect of communication strategies implemented by the monastery's public relations on the effectiveness of devotees' communication in the puja bakti program. The communication strategy was analysed through seven variables: credibility, context, message content, clarity, continuity and consistency, channel, and audience capability. This research uses mixed methods with an explanatory sequential design according to Creswell, which begins with a quantitative approach through distributing questionnaires to 281 Buddhist respondents, then continues with qualitative data deepening. The data in this study were analysed using multiple regression, which showed that simultaneously the seven communication strategy variables contributed 73.8% to the effectiveness of communication, and the remaining 26.2% was influenced by other factors not examined in this study, with the dominant influence shown by credibility (24.1%) and the lowest influence shown by the channel (3%). This finding confirms the importance of the role of monastery public relations in designing communication strategies that are structured and orientated to the needs of the people to increase the effectiveness of the implementation of puja bakti in Bandar Lampung monasteries.

Keywords: Buddhists, Communication Effectiveness, Communication Strategy, Monastery Public Relations