

ABSTRAK

KOMUNIKASI PENYULUH AGAMA BUDDHA DALAM PENGUATAN KEYAKINAN (*SADDHĀ*) UMAT BUDDHA DI KABUPATEN PESAWARAN

Oleh:

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Penelitian ini bertujuan menganalisis peran komunikasi penyuluh Agama Buddha dalam penguatan keyakinan (*Saddhā*) umat di Kabupaten Pesawaran, Lampung. Sebagai daerah dengan masyarakat heterogen dan umat Buddha yang minoritas, peran penyuluh menjadi strategis dalam menjaga keberlanjutan spiritualitas umat. Fokus penelitian diarahkan pada cara, model, serta deskripsi komunikasi yang digunakan penyuluh dalam pembinaan. Pendekatan penelitian ini adalah kualitatif dengan metode studi kasus, menggunakan teknik wawancara mendalam, observasi partisipan, serta dokumentasi. Analisis data dilakukan melalui triangulasi untuk menjamin validitas.

Hasil penelitian menunjukkan bahwa komunikasi penyuluh Buddha tidak hanya bersifat informatif, tetapi juga transformatif. Penyuluh berperan sebagai fasilitator, motivator, dan teladan melalui ceramah Dhamma, meditasi bersama, pendekatan interpersonal, serta pemanfaatan simbol dan ritual keagamaan. Tantangan utama meliputi keterbatasan jumlah penyuluh, luasnya wilayah binaan, pengaruh budaya lokal, dan arus informasi digital yang sering memengaruhi pola keberagamaan umat. Meskipun demikian, strategi komunikasi adaptif seperti penggunaan bahasa lokal, diskusi partisipatif, serta keterlibatan generasi muda terbukti efektif memperkuat *Saddhā*.

Penelitian ini menyimpulkan bahwa komunikasi penyuluh agama Buddha memiliki kontribusi penting dalam membangun keyakinan umat secara berkesinambungan, sekaligus memperkuat harmoni sosial di masyarakat multikultural Pesawaran.

Kata Kunci: Komunikasi Penyuluh Agama Buddha, Penguatan Keyakinan, Kabupaten Pesawaran.

ABSTRACT

BUDDHIST RELIGIOUS COUNSELLORS' COMMUNICATION IN STRENGTHENING THE FAITH (*SADDHĀ*) OF BUDDHISTS IN PESAWARAN REGENCY

By

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This study aims to analyse the role of Buddhist religious counsellors in strengthening the faith (*Saddhā*) of the community in Pesawaran Regency, Lampung. As an area with a heterogeneous population and a minority Buddhist community, the role of counsellors is strategic in maintaining the spiritual sustainability of the community. The focus of the research is directed at the methods, models, and descriptions of communication used by counsellors in their guidance. The research approach is qualitative with a case study method, using in-depth interviews, participant observation, and documentation. Data analysis is conducted through triangulation to ensure validity.

The research findings indicate that Buddhist counsellors' communication is not only informative but also transformative. Counsellors act as facilitators, motivators, and role models through Dhamma sermons, group meditation, interpersonal approaches, and the use of religious symbols and rituals. Key challenges include the limited number of counsellors, the vast area under their jurisdiction, the influence of local culture, and the flow of digital information that often affects the religious practices of the community. Nevertheless, adaptive communication strategies such as the use of local languages, participatory discussions, and the involvement of younger generations have proven effective in strengthening *Saddhā*.

This study concludes that Buddhist communication has an important contribution in building the faith of the community in a sustainable manner, while strengthening social harmony in the multicultural community of Pesawaran.

Keywords: Buddhist Religious Communication, Strengthening Faith, Pesawaran Regency