

RINGKASAN

Sholeh Bahrudin, Program Studi Ilmu Komunikasi Universitas Yudharta Pasuruan, 28 Juli 2022. Model Komunikasi *Religious Leader* Dalam Pengurangan Stigma Dan Diskriminasi Covid-19 (Tinjauan Teori Opinion Leader Paul Lazarfeld). Dosen Pembimbing, **Zainul Ahwan, S.Sos, M.I.Kom**

Penelitian ini bertujuan untuk menemukan model komunikasi strategis religious leader dalam pengurangan stigma dan diskriminasi Covid-19 di Pasuruan. Penelitian ini menggunakan penelitian deskriptif kualitatif. Subjek penelitian ini adalah pemuka pendapat (opinion Leader) dan Objek penelitian ini adalah FBO (Faith Based Organization) atau organisasi keagamaan yang ada di Pasuruan. Metode dalam penelitian ini menggunakan analisis data model interaktif dengan pendekatan teori opinion leader dari Paul Lazarfeld. Hasil penelitian ini menunjukkan bahwa tokoh agama (religious leader) memiliki peran yang kuat dalam mempengaruhi masyarakat baik dari segi pengetahuan, sikap dan perilaku. Setiap tokoh agama menjadi komunikator yang efektif dalam mencegah terjadinya stigma dan covid-19 di masyarakat melalui pesan komunikasi dalam mimbar agama masing-masing. Selain itu, sinergi komunikasi antar tokoh agama dengan pemerintah menjadi model yang efektif dalam mencegah terjadinya diskriminasi covid-19 pada masyarakat.

Kata Kunci : *Religious Leader*, Stigma dan Diskriminasi

SUMMARY

Sholeh Bahrudin, *Communication Studies Program at Yudharta Pasuruan University, July 28, 2022. Communication Model of Religious Leaders in Reducing Stigma and Discrimination in Covid-19 (Study of Opinion Leader Paul Lazarfeld Theory). Advisor, Zainul Ahwan, S.Sos, M.I.Kom*

This research aims to find a strategic communication model for religious leaders in reducing the stigma and discrimination of Covid-19 in Pasuruan. This research uses descriptive qualitative research. The subjects of this research are opinion leaders and the object of this research is FBO (Faith Based Organization) or religious organizations in Pasuruan. The method in this research uses an interactive model of data analysis with an opinion leader theory approach from Paul Lazarfeld. The results of this study indicate that religious leaders (religious leaders) have a strong role in influencing the community in terms of knowledge, attitudes and behavior. Every religious figure becomes an effective communicator in preventing the occurrence of stigma and covid-19 in the community through communication messages in their respective religious pulpits. In addition, the synergy of communication between religious leaders and the government is an effective model in preventing COVID-19 discrimination in the community.

Keywords: *Religious Leader, Stigma and Discrimination*