

RINGKASAN

Adam Mauludy Sastra. Program Studi Ilmu Komunikasi Universitas Yudharta Pasuruan. (29 Juli 2023). Opini Publik Pondok Pesantren Sidogiri Pasuruan Pada Informasi Tentang Bullying di Media Youtube CNN Indonesia.

Penelitian ini menganalisis opini publik di Pondok Pesantren Sidogiri Pasuruan terkait informasi mengenai bullying yang disajikan melalui channel YouTube @Cnnindonesia. Pendekatan metode kualitatif deskriptif digunakan dalam penelitian ini untuk mengeksplorasi dimensi opini publik, termasuk kepercayaan, nilai, dan pengharapan.

Hasil penelitian menunjukkan bahwa informasi tentang bullying melalui platform ini memiliki dampak signifikan pada opini publik. Meskipun demikian, kepercayaan masyarakat terhadap lembaga Pondok Pesantren tetap kokoh, dengan nilai-nilai positif yang terus diakui oleh masyarakat.

Pengaruh informasi negatif belum berhasil menggantikan pandangan positif terhadap Pondok Pesantren Sidogiri. Dalam konteks harapan, masyarakat berharap pihak pondok pesantren mengambil langkah-langkah pencegahan bullying sambil berharap media menyajikan informasi yang seimbang.

Dengan demikian, penelitian ini menggambarkan kompleksitas opini publik yang tetap terkait erat dengan fondasi kepercayaan, nilai-nilai, dan harapan, serta mengindikasikan pentingnya peran aktif lembaga dan media dalam membentuk persepsi publik yang seimbang dan berwawasan ke depan.

Kata Kunci: Opini Publik, Pondok Pesantren Sidogiri, Bullying

SUMMARY

Adam Mauludy Sastra. Department of Communication Studies, Yudharta University Pasuruan. (July 29, 2023). Public Opinion of Sidogiri Islamic Boarding School in Pasuruan Regarding Information About Bullying on YouTube Media CNN Indonesia.

This study analyzes the public opinion at Sidogiri Islamic Boarding School in Pasuruan regarding information about bullying presented through the YouTube channel @Cnnindonesia. A qualitative descriptive method was employed in this research to explore dimensions of public opinion, including trust, values, and expectations.

The research findings reveal that information about bullying on this platform significantly impacts public opinion. However, the public's trust in the institution of the Islamic Boarding School remains strong, with positive values continuously acknowledged by the community.

Negative information's influence has not succeeded in replacing the positive perception of Sidogiri Islamic Boarding School. In the context of expectations, the community hopes that the boarding school takes preventive measures against bullying while also expecting the media to present balanced information.

Thus, this study portrays the complexity of public opinion, which remains closely tied to the foundations of trust, values, and expectations. It underscores the importance of the active roles of institutions and media in shaping a balanced and forward-looking public perception.

Keywords: Public Opinion, Sidogiri Islamic Boarding School, Bullying.

