



Da'wah Communication Strengthening Islamic Identity in Pesawaran Lampung's "Belangikhan" Culture

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Keywords:

Da'wah
Communication,
Identity, Islam,
Belangikhan, Culture

Abstract: This study explores the role of da'wah communication in strengthening Islamic identity in the cultural context of "Belangikhan" in Pesawaran, Lampung. A case study approach was used to understand how da'wah communication interacts with local cultural practices and contributes to strengthening the community's Islamic identity. Research methods included in-depth interviews, participatory observation, and document analysis, which enabled the researcher to capture the complex dynamics in religious practice and communication at the local level. The results show that effective da'wah communication strengthens Islamic identity and supports the preservation of local culture, creating harmony between religious values and local traditions. The findings provide important insights into relevant and adaptive da'wah strategies in specific cultural contexts and highlight the challenges and opportunities faced in integrating da'wah with the daily lives of Pesawaran communities. This research contributes to a broader understanding of the relationship between da'wah communication and Islamic identity within a unique local cultural framework.

Vol. 2, No. 1, (2025)

DOI: <https://doi.org/10.47352/3032-503x.54>

INTRODUCTION

Lampung Province, with its rich cultural and Islamic diversity (Ramadhanu & Hajar, 2023) is an interesting area to study in the context of da'wah communication. One of the prominent areas is Cipadang in Pesawaran Regency, which has a wealth of local culture thick with Islamic nuances. In the dynamic development of modern society, Islamic identity and local culture are important to maintain and strengthen. Da'wah communication (Istiqomalia, 2024a; Maimunah, 2023) is the main instrument in building awareness of Islamic values and enhancing the cultural identity of the Cipadang community. With a deep understanding of the dynamics of da'wah communication and social interaction at the local level, it is expected to make a significant contribution to efforts to preserve and develop local (Amiripana et al., 2023a; Khalik, 2017; Marfu'ah, 2018) which is rooted in Islamic values (Munir, 2019) "Belangikhan" culture is part of the Lampung cultural tradition with strong Islamic values. In this culture, da'wah communication acts as a means to strengthen Islamic identity by developing Islamic values associated with the "Belangikhan" culture. "Belangikhan" is a tradition that is deeply rooted in the indigenous people in Pesawaran, Lampung. It encompasses various aspects of life, including rituals, customs, arts, and religious practices that reflect a fusion of local culture and Islamic teachings. The "Belangikhan" culture in Pesawaran, Lampung, is a symbol of the richness of local culture that is full of Islamic values. This tradition not only enriches the spiritual and social life of the

community but also strengthens Islamic identity amid the dynamics of modernization (Muaz & Ruswandi, 2022). Through sustainable preservation efforts, the "Belangikhan" culture can continue to be an integral part of the lives of the Pesawaran people, reflecting the harmony between local traditions and Islamic teachings.

Strengthening Islamic identity in local culture is due to the role played by religion in shaping values and norms in society. Islamic identity encompasses all aspects of life associated with Islam, including beliefs, religious practices, and spiritual values. The local culture in Cipadang Pesawaran Lampung has a wealth of unique cultures and traditions, which also affect the Islamic identity of the community. Therefore, an effective da'wah communication strategy (Marfu'ah, 2018) to strengthen Islamic identity in the local culture must be contextual, participatory, and adaptive. By understanding local culture, involving community leaders, utilizing traditional and modern media, and developing relevant da'wah content, Islamic identity can be strengthened and maintained amid modernization and globalization. Dawah communication has a significant role in strengthening Islamic identity in the "Belangikhan" culture. With effective social interaction, an adaptation of da'wah messages by local culture, (Achmad Zulfikar Ramadhanu dan Ibnu Hajar, 2023; Ahmad, 2015; Amiripana et al., 2023b), and the use of appropriate da'wah media, Islamic values can be instilled in people's daily lives. This not only strengthens Islamic identity but also strengthens solidarity and social cohesion within the community, making da'wah an important tool in the preservation and development of local culture rooted in Islamic teachings.

Research on da'wah communication about culture strengthening Islamic identity has not been examined but previous research focuses more on aspects of cultural communication. Cultural Communication of the Wangi-Wangi Community in Maintaining the Existence of Social Life Traditions written by Wa Ode Fitri Auliani in 2024 explains the unification of various ideas and ideas that exist in the Wangi-Wangi community through the performance of cultural traditions in Wangi-Wangi District, Wakatobi Regency. On this basis, researchers are interested in knowing more about the value of cultural communication of the Wangi-Wangi community in maintaining the existence of social life traditions in the Wakatobi Regency using descriptive qualitative methods. The results of this study are the implementation of cultural customary performances in the Wangi-Wangi sub-district can be carried out well so that the community begins to revive cultural customary traditions and the community can know the values contained in the culture so that the existence of the tradition of the social life of the community can continue to be maintained. Arhanudri Davi in 2023 studied da'wah communication in Badui cultural arts (Davi, 2023) The results showed that da'wah communication contained in Badui art was in the form of verbal communication through the verses used. These verses have a meaning that leads to da'wah and can invite people to always do good. The titles of the poems such as Lilmaulidin, Upright and Orderly, and Ya Umata. In verbal da'wah communication, there are da'wah messages including the Spirit of Nationalism, Maintaining Local Culture, Promoting Politeness, Maintaining Cohesiveness, Beauty Value, Strengthening Brotherhood, and Religious Attitude. In 2023 Amiripana's research discussed the perspective of communication, the idea of Tamaddun Melayu initiated by the Malay World of the Islamic World (DMDI) can be used as a communication message carried out to inform, propagandize, and influence the public (Malaysian and Indonesian people) about the importance of brotherhood, togetherness, and care. (Amiripana et al., 2023b) This is part of the effort to apply intercultural communication, international communication, and the concept of cultural diplomacy in reducing conflict. Meanwhile, from the perspective of da'wah, communication-based on cultural understanding is part of a da'wah strategy in building harmony through peaceful negotiation efforts to build a life based on the values of the common good.

This research is different from previous research. This paper focuses on da'wah communication and how it strengthens Islamic identity in the cultural context of "Belangikhan" in Pesawaran Lampung. This shows that your research focuses on aspects of Islam and da'wah in local culture. It aims to show how da'wah communication can strengthen Islamic identity in the

"Belangikhan" culture. The focus is on strengthening Islamic values through local traditions. The results showed that da'wah communication plays a significant role in strengthening Islamic identity in the "Belangikhan" culture. Through this cultural activity, Islamic values are strengthened and passed on to the younger generation, thus helping to maintain and enrich Islamic identity in the Pesawaran Lampung community.

Lampung is one of the provinces in Indonesia with a significant Muslim population. Amid global cultural advancements, it is important to strengthen Islamic identity in local culture so that religion and Islamic values remain relevant and preserved (Suryani, 2013). The Cipadang community of Pesawaran Lampung has a rich and diverse local culture, with religious practices that are an integral part of daily life. However, the impact of the culture of globalization and modernization brings a shift in religious values and practices that can threaten the Islamic identity in the local culture. Therefore, research on da'wah communication in the Cipadang community of Pesawaran Lampung is very relevant and important to understanding effective strategies for strengthening Islamic identity in local culture in the region. With the right approach, da'wah not only enriches the spiritual life of the community but also strengthens cultural identity rooted in Islamic values. This research provides insight into the importance of contextual and inclusive da'wah strategies in maintaining and developing Islamic identity in the era of modernization and globalization.

METHODS

This research will use a descriptive qualitative approach to deeply understand the influence of da'wah communication on Islamic identity in local culture in the Cipadang community, Pesawaran Lampung. This approach will allow researchers to thoroughly explore the cultural context, religious practices, and communication dynamics at the local level.

This research utilizes the in-depth interview method to obtain first-hand views and experiences from religious leaders, community leaders, and other community members in Cipadang. These interviews will help in understanding the Islamic perceptions, values, and practices that develop in the local culture. This will provide a deeper understanding of how da'wah communication is implemented and accepted in the local culture. A case study approach to gain an in-depth understanding of da'wah communication and Islamic identity in local culture in the Cipadang community. The case study approach was chosen because it allows researchers to explore phenomena in the context of real life, thus providing a richer and more comprehensive picture. The cases selected will reflect the variation and complexity in religious practice and communication at the local level, including interactions between individuals, the role of religious institutions, and the influence of mass media and social media in da'wah dissemination. Thus, this study will utilize various data sources such as in-depth interviews, observation, and document analysis to capture the dynamics that occur in the Cipadang community. The combination of these methods is expected to provide a holistic and in-depth understanding of the role of da'wah communication in strengthening Islamic identity in local culture in the Cipadang community, Pesawaran Lampung. This approach also makes it possible to identify challenges and opportunities faced in the process of da'wah communication, as well as effective strategies in the context of unique local culture.

RESULTS AND DISCUSSION

Pesawaran Lampung's "Belangikhan" culture is a customary tradition originating from Lampung Province, Indonesia. In this culture, "Belangikhan" refers to a traditional ceremony performed by the local community, especially in Pesawaran Regency. This ceremony has strong Islamic values and is related to the teachings of Islam. The "Belangikhan" culture of Pesawaran Lampung shows how Islamic values are applied in the lives of local people. In this cultural context, da'wah communication plays an important role in strengthening Islamic identity through the development of Islamic values associated with the "Belangikhan" culture.

Belangiran, a holy bathing ritual, is a cultural tradition inherited from the ancestors in Lampung Province. Usually, this ritual will be carried out before entering the holy month of Ramadan. Belangiran is performed by bathing in the river together. The bath in question is not a bath in general but a bath that is required with several ritual types of equipment, namely langir water, seven flowers, clover, and pandanus leaves. The ritual of holy bathing or repentance bathing is a provision for entering the holy month of Ramadan so as not to pollute the month which is full of purity and blessings so that it is expected to carry out worship smoothly and solemnly.

"Belangikhan" culture consists of various aspects, namely Rituals and Traditional Ceremonies. Religious Rituals: Most of the rituals in the "Belangikhan" culture have strong Islamic elements, such as joint prayers, recitation of the Qur'an, and dhikr. And Marriage Ceremony: In the marriage ceremony, elements of local culture such as traditional dress and traditional dance are combined with Islamic prayers and marriage advice based on Islamic teachings. The Arts and Arts aspect is Traditional Dance: Dances in the "Belangikhan" culture often tell stories full of moral and religious values, teaching about kindness, unity, and piety. Traditional Music: Traditional musical instruments are used to accompany traditional ceremonies, creating a solemn and sacred atmosphere. The Customs aspect is Gotong Royong: The principle of gotong royong or togetherness is highly emphasized in the "Belangikhan" culture, which reflects Islamic teachings on helping and solidarity. Respect for Elders: Respect for parents and elders is an important part of this culture, in line with Islamic teachings on respecting parents and leaders.

In the course of history, Belangiran, or in the Lampung language Blangikhan is packaged in a modern way such as a cultural festival, Belangiran which is held every year and is attended by several young Lampung people who aim to become one of the tourist destinations that attract visitors. In the implementation of this ritual, the young Muli Mekhanai will first be bathed on the riverbank by Lampung traditional leaders or local officials using langir water mixed with seven kinds of flowers and pandanus leaves.

The "Belangikhan" culture in Lampung is a customary tradition carried out by the people of Lampung to purify themselves before entering the holy month of Ramadan. Here is how the culture is carried out:

1. Preparation: Before the ritual, Lampung people prepare themselves by wearing traditional clothes and decorating themselves with jewelry. They also prepare ritual tools such as langir water, seven kinds of flowers, clover, and pandanus leaves.
2. Opening Ritual: This ritual begins with the recitation of prayers and the breaking of a jug of water and flowers by a Lampung traditional leader or local official. The breaking of the jug symbolizes the opening of the ritual to cleanse oneself.
3. Bathing Together: Next, the people of Lampung take a bath together in the river. This bath is not like an ordinary bath but is done using langir water mixed with seven kinds of flowers and pandanus leaves. This bath aims to cleanse themselves of physical and spiritual impurities to be able to carry out fasting properly and smoothly.
4. Playing Water: After bathing, Lampung people usually play water together in the river. This water play is part of a ritual that aims to relieve stress and restore blessings.
5. Preservation: The culture of "Belangikhan" is very important in preserving Lampung culture. The implementation of this ritual is consistently carried out every year by the DPP Lampung Sai and is expected to increase the interest of tourists to come to Lampung and increase awareness of local culture.

Along with the times and the entry of global culture, "Belangikhan" culture faces several challenges of globalization, namely the influence of global culture that can shift local values and traditions. And Modernization i.e. lifestyle changes that may reduce participation in traditional ceremonies and rituals. To preserve the "Belangikhan" culture, some steps that can be taken include Education and Socialization by raising public awareness, especially the younger generation, about the importance of preserving this tradition, collaboration with the government

by getting support from the local government to promote and preserve the "Belangikhan" culture and Use of social media by utilizing technology and social media to disseminate information and increase appreciation for local culture.

"Belangikhan" culture is part of the local tradition in Pesawaran, Lampung, which reflects the social and cultural identity of the local community. This tradition may involve various aspects of life such as customs, ceremonies, arts, and distinctive patterns of social interaction. To strengthen Islamic identity through the "Belangikhan" culture, an integrative da'wah approach that is sensitive to local culture is essential. Da'wah is not only about delivering religious messages directly but also about how these messages can be delivered in a way that can be accepted and appreciated by the local community.

Da'wah communication is the process of conveying Islamic teachings through various media and methods to individuals or groups to strengthen their Islamic faith, understanding, and practice. It involves conveying moral, ethical, and spiritual messages sourced from the Qur'an and Hadith.

Da'wah communication can strengthen Islamic identity by integrating Islamic values into local traditions (*Ensiklopedi Islam Nusantara* : Edisi Budaya, 2018), da'wah can be done through existing cultural elements (Hatta, 2023) such as traditional ceremonies, arts, and rituals. Thus, Islamic values are conveyed in a context that is familiar and easily accepted by the local community. Through da'wah communication, Islamic teachings can be conveyed in language and cultural symbols that are easily understood by the community. This helps to strengthen Islamic identity among the community, as they feel that religious teachings are not foreign or separate from their daily lives. For example, traditional poems or songs containing Islamic messages can help spread religious values in a touching and meaningful way.

Effective da'wah (Hidayat et al., 2023; Yanti & Amaliah, 2021) helps improve people's religious understanding and practices. By using media and methods that are appropriate to the local cultural context, da'wah messages can be received and practiced more easily by the community. This can include teaching about prayer, zakat, fasting, and other acts of worship, as well as moral values such as honesty, simplicity, and cooperation. Dawah communication delivered through cultural activities can strengthen solidarity and togetherness among the community. Activities such as recitations, celebrations of Islamic holidays, and religious-based social activities can be a venue to strengthen relations between citizens so that collective Islamic identity is strengthened. It also serves as a means to address conflict and promote peace in society. Da'wah also plays a role in adapting and modernizing local culture to conform to Islamic teachings without losing the essence of the culture. For example, traditional ceremonies that may have elements that are not in line with Islamic teachings can be modified in such a way that they retain traditional values but are in line with Islamic principles.

In the cultural context of "Belangikhan" da'wah communication can be done through:

1. Traditional poems and songs: Using lyrics that contain Islamic teachings.
2. Traditional Ceremony: Incorporating Islamic prayers and religious teachings in traditional processions.
3. Religious Social Activities: Such as gotong royong to build mosques or charity activities integrated with traditional events.

The "Belangikhan" culture integrates Islamic religious values into this customary tradition. Firstly; The Use of Prayers, In the "Belangikhan" ritual, the people of Lampung introduce Islamic prayers related to self-purification and victory. These prayers help people understand that this activity is not only a customary tradition but also a way to strengthen faith and increase awareness of Islam. Second; The use of "Belangikhan" ritual materials, such as langir water, sevenfold flowers, clover, and pandanus leaves, have symbolic meanings associated with Islam. Langir water, for example, is used to cleanse oneself, which is related to the concept of "tazkiyah" in Islam, which is to cleanse oneself from all kinds of impurities, both physical and spiritual. Third, the use of Pemangku Adat involved in the "Belangikhan" ritual helps to integrate Islamic

religious values into this customary tradition. They help the community understand that this activity is not only a customary tradition but also a way to strengthen faith and raise awareness of Islam. The use of the "Belangikhan" ritual site has symbolic meanings associated with Islam. This place was chosen because it has high spiritual value and helps people understand that this activity is not only a customary tradition but also a way to strengthen faith and increase awareness of Islam.

Da'wah is a form of communication that facilitates the delivery of religious and moral messages to the community. Through da'wah, Islamic values can be widely disseminated and understood, thus strengthening Islamic identity in local culture. Da'wah is a form of communication that facilitates the delivery of religious and moral messages to the community. In the context of local culture, da'wah can help strengthen Islamic identity by integrating Islamic values into local traditions and culture (Istiqomalia, 2024b).

Effective da'wah communication in strengthening Islamic identity in local culture involves a deep understanding of local culture, the use of relevant media and methods, and an approach that integrates Islamic values with existing traditions. Thus, da'wah not only strengthens individual faith and religious practices but also enriches and sustains local culture within the framework of Islamic teachings.

In communication theory (Yanti, 2021) da'wah can be seen as a process of interaction between communicators (da'i) and communicants (community) that aims to communicate Islamic values. Communicators must have the ability to understand local culture and traditions and use appropriate language and symbols so that da'wah messages can be well received by communicants. In the local culture of Cipadang, da'wah can be done through various means, such as using social media, speaking at community events, or even through traditional rituals. Similarly, in the "Belangikhan" culture in Pesawaran Lampung, da'wah can be delivered through traditional mediums that are known and appreciated by the local community. For example, Islamic verses can be included in the "Belangikhan" ceremony, or moral and ethical messages can be conveyed through folktales and traditional performances that are part of the culture. In every way, communicators must have the ability to understand local culture and traditions and use appropriate language and symbols so that the da'wah message can be well received by the communicants.

Some of the principles that must be considered in da'wah communication include a deep understanding of the cultural context, the use of language that is easy to understand, and the use of symbols that are familiar to communicants. Thus, da'wah is not only a process of delivering religious messages but also a means of strengthening Islamic identity within the framework of local culture.

Da'wah communication in the Cipadang community not only involves the deliverer of the da'wah message but also involves social interaction between the speaker and the listener. This social interaction creates strong bonds between individuals and communities and strengthens Islamic identity in the context of local culture. Da'wah communication in the Cipadang community not only involves the deliverer of the da'wah message but also involves social interaction between the speaker and the listener. In the context of local culture, this social interaction creates strong bonds between individuals and communities and strengthens Islamic identity. Thus, effective da'wah communication must pay attention to local culture and traditions, and use appropriate methods to communicate Islamic values related to Cipadang culture.

Social interaction in da'wah (Istiqomalia, 2024a) plays an important role in strengthening Islamic identity in the context of local culture. Da'wah not only involves the conveying of the da'wah message but also involves social interaction between the speaker and the listener. This social interaction creates strong bonds between individuals and communities and strengthens Islamic identity in the context of local culture. Social interaction can be seen as a process that allows for a relationship between a person and another person, which is then actualized through

communication practices. Social interaction is a form of relationship between two or more people in which one person's behavior is changed by the behavior of another.

In the context of da'wah, social interaction is very important because it allows da'i to interact with the community directly and understand their needs and habits. Da'i can adapt da'wah messages to local culture and traditions, and use appropriate ways to communicate Islamic values. Social interaction in da'wah also allows da'is to build strong bonds with the community, these bonds can be seen as a form of relationship that allows for a strong connection between individuals and communities. This relationship can help strengthen Islamic identity in the context of local culture because it allows the community to understand Islamic values more deeply and practice them in daily life. In research conducted by Umam, Muhammad Makhoriul (2021), it is known that da'wah messages and cultural communication in the sadranan tradition in Lerep Hamlet, Cabeankunti Village, Cepogo District, Boyolali Regency play an important role in strengthening Islamic identity in the context of local culture. This research shows that social interaction in da'wah can help strengthen Islamic identity by building strong bonds between individuals and communities, as well as strengthening Islamic values in the context of local culture, in synthesis, social interaction in da'wah in the Cipadang Pesawaran Lampung community plays an important role in strengthening Islamic identity in the context of local culture. This social interaction creates strong bonds between individuals and communities and strengthens Islamic identity in the context of local culture.

Da'i must have the ability to understand local culture and traditions and use appropriate methods to communicate Islamic values. Da'wah messages that are adapted to local cultural values will be more easily accepted and internalized by the community so that they can be more effective in strengthening Islamic identity. Adaptation of da'wah messages can be seen as a process that allows da'i to adapt da'wah messages to local culture and traditions, da'i can use language, symbols, and ways that are by local culture and traditions to communicate Islamic values.

In the local culture of Cipadang, an adaptation of the da'wah message is very important because it allows the da'i to better understand the needs and habits of the community. Thus, da'i can adapt da'wah messages to local culture and traditions, and use appropriate ways to communicate Islamic values, an adaptation of da'wah messages can be seen as a form of "cultural accommodation" carried out by da'i to understand local culture and traditions. Cultural accommodation is a process that allows da'i to adapt da'wah messages to local culture and traditions so that they can be more effective in communicating Islamic values.

The adaptation of da'wah messages is very important in strengthening Islamic identity in the context of the local culture of the Cipadang community. By paying attention to local culture, preachers can adapt the da'wah message to local traditions and use appropriate methods to communicate Islamic values. Thus, preachers can be more effective in strengthening Islamic identity and building strong bonds with the community.

The effectiveness of da'wah communication (Suharto, 2017) in strengthening Islamic identity in local culture. A positive response from the community will be an indicator of success in achieving da'wah goals. Community acceptance and response can be seen as a form of "feedback" that allows da'i to evaluate the effectiveness of da'wah communication. Feedback is a process that allows da'i to obtain feedback from the community about how da'wah messages are received and interpreted by the community. Community acceptance and response can also be seen as a form of "audience reception" that allows da'i to understand how the community receives and interprets da'wah messages. The da'i can evaluate the effectiveness of da'wah communication and make necessary changes to improve the effectiveness of da'wah communication. Effective da'wah communication can strengthen Islamic identity in several ways, namely Increased Religious Knowledge Through da'wah, people can gain a better understanding of Islamic teachings, which can increase their religious awareness and practices, Establishment of Islamic Values and Norms, Da'wah can help instill Islamic values in daily life, making them part

of social and cultural norms, Strengthening Community: Da'wah can build a sense of togetherness and solidarity among Muslims in the community, strengthening their collective identity . With the right approach, da'wah communication can be a powerful tool to strengthen Islamic identity amidst the "Belangikhan" culture in Pesawaran, Lampung, integrating Islamic values into local traditions without losing the richness of the culture.

CONCLUSION

Da'wah communication has a significant role in strengthening Islamic identity in the "Belangikhan" culture in Pesawaran, Lampung. Through da'wah, Islamic religious values can be conveyed and understood more widely, thus strengthening Islamic awareness in people's daily lives. Social interaction between preachers and the community is an important factor in the effectiveness of da'wah, as this interaction creates emotional and social bonds that strengthen Islamic identity and community solidarity. The importance of adapting da'wah messages to the local cultural context cannot be ignored. Dawah messages that are adapted to the cultural values of "Belangikhan" will be more easily accepted and internalized by the community, making it more effective in strengthening Islamic identity. In addition, da'wah media, both traditional and modern, play an important role in disseminating Islamic messages. The use of these media creates wider and faster access to delivering da'wah messages to the people of Pesawaran, strengthening their Islamic identity.

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