

## **ABSTRAK**

**Ashma Nadiah Khairunnisa**

**F1C018012**

### **STRATEGI KOMUNIKASI KESEHATAN TIM SATUAN TUGAS COVID-19 PONDOK PESANTREN TAHFIDZUL QUR'AN IBADURROHMAN TASIKMALAYA**

Pandemi covid-19 yang melanda di seluruh negeri memberikan efek terhadap sistem pembelajaran di Indonesia tak terkecuali pesantren. Untuk melaksanakan pembelajaran tatap muka selama pandemi, dibutuhkan tim satuan tugas covid-19 sekolah yang bertugas untuk memastikan pembelajaran yang dilaksanakan terhindar dari penyebaran covid-19. Untuk memastikan pesan yang disampaikan diterima dengan baik, tim satuan tugas covid-19 sekolah membutuhkan strategi komunikasi. Diangkatnya judul ini yakni memiliki tujuan untuk mengetahui strategi komunikasi tim satuan tugas covid-19 pesantren dalam melakukan kebijakan dan penyampaian pesan selama bertugas di Pondok Pesantren Tahfidzul Qur'an Tasikmalaya pada penerapan protokol 5M. Strategi komunikasi dipakai agar proses penerimaan pesan dari pesan yang disampaikan bisa terlaksana dengan baik dan mencapai suatu tujuan. Pada penelitian ini peneliti memakai konsep dasar komunikasi milik Middleton dimana terdapat 5 (lima) unsur komunikasi diantaranya komunikator, pesan, media, penerima dan efek. Penelitian ini menggunakan metode penelitian kualitatif melalui pendekatan studi kasus dengan teknik pemilihan informan menggunakan *purposive sampling*. Hasil dari penelitian ini adalah strategi komunikasi yang dilakukan oleh tim satuan tugas covid-19 Pondok Pesantren Tahfidzul Qur'an Ibadurrohman Tasikmalaya memakai seluruh unsur dasar komunikasi yaitu komunikator, pesan, media, penerima dan efek pada strategi penerapan protokol 5M yang dilaksanakan dengan tujuan yang selaras dengan tujuan adanya strategi komunikasi. Faktor pendukung yakni mayoritas santri sudah memiliki kesadaran untuk melaksanakan protokol 5M. faktor penghambat yakni masih banyak santri yang acuh terhadap himbauan mengenai bahaya covid-19 sehingga tim satuan tugas mengalami kesulitan untuk konsisten menjaga protokol 5M di lingkungan pesantren.

***Kata kunci : Strategi Komunikasi Kesehatan, Pesantren Tahfidzul Qur'an Ibadurrohman Tasikmalaya***

## **ABSTRACT**

**Ashma Nadiah Khairunnisa**

**F1C018012**

### **HEALTH COMMUNICATION STRATEGY OF COVID-19 TASK UNIT TEAM FROM IBADURROHMAN ISLAMIC BOARDING SCHOOL TASIKMALAYA**

*The Covid-19 pandemic that has swept across the country has had an effect on the learning system in Indonesia, including Islamic boarding schools. To carry out offline learning during the pandemic, a school covid-19 task unit team is needed to ensure that the learning carried out is protected from the spread of Covid-19. To ensure that the message conveyed is well received, the school's Covid-19 task unit team needs a communication strategy. The purpose of this title was to find out the communication strategy of the Islamic boarding school Covid-19 task unit team in carrying out policies and delivering messages while on duty at the Tahfidzul Qur'an Islamic Boarding School in Tasikmalaya on the implementation of the 5M protocol. Communication strategies are used so that the process of receiving messages from messages conveyed can be carried out properly and achieve a goal. In this study, the researcher uses Middleton's basic communication concept where there are 5 (five) elements of communication including communicator, message, media, receiver and effect. This study uses qualitative research methods through a case study approach with informant selection techniques using purposive sampling. The result of this study is the communication strategy carried out by the Covid-19 task unit team at the Tahfidzul Qur'an Islamic Boarding School Ibadurrohman Tasikmalaya using all the basic elements of communication, namely communicators, messages, media, recipients and effects on the 5M protocol implementation strategy which is carried out with aligned goals. with the aim of a communication strategy. The supporting factor is that the majority of students already have the awareness to implement the 5M protocol. The inhibiting factor is that there are still many students who are indifferent to appeals regarding the dangers of COVID-19 so that the task force team has difficulty consistently maintaining the 5M protocol in the Islamic boarding school environment*

**Keywords : Health Communication Strategy, Tahfidzul Qur'an Ibadurrohma Islamic Boarding School**