ABSTRACT

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Student Press Institute Strategy (LPM) Solidarity in Developing Religious Knowledge of UIN Sunan Ampel Surabaya Students (Study Bulletin Dwiwulan Home Edition 2012-2017 Edition with One Way Communication Approach)

Keywords: Strategy, Student Press Agency, Solidaritas UINSA, Knowledge Religious

The rapid development of communication and information technology is a real phenomenon due to the effects of globalization. Information as a primary commodity forms a public opinion that can influence and control the thoughts of human attitudes and behavior. The lack of priority in publishing the lack of providing religious insight into an obstacle to meet the needs of the community or readers, from which emerged an idea to show how to work in a campus press media that wrapped into a student press organization strategy.

The reason the authors chose the title of Student Press Strategy (LPM) Solidartas in Developing Religious Knowledge Student UIN Sunan Ampel Surabaya. Because the authors want to know what the message content, and how many percentage of bulletin message content bilingual by LPM Solidarity in developing the religious knowledge of UIN Sunan Ampel Surabaya students. So that journalists or readers know how the strategy used in the student press institutions (LPM). As according to A. Halim where strategy is used to achieve goals in accordance with the opportunities and threats of the external environment encountered, as well as internal resources and capabilities.

The methodology used in this research is descriptive qualitative with percentage approach that is describe how Student Press Organization strategy (LPM) in developing students' religious knowledge become motor, means or motivator for students to channel idea or an idea through writing world.

From the research which is then elaborated and analyzed, it can be concluded that the strategy of LPM Solidarity is the process or prepare the news to the audience who have the value of journalism and positive value to the students of UIN Sunan Ampel Surabaya. The results of this study resulted in the figure of 45% of the contents of 2012-2017 bulletin contains the value of da'wah and religious.

Furthermore, as the completion of this thesis can be done further research on the influence and role of LPM Solidarity in certain communities. So that can complete the shortcomings in this study.

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