

**MODEL KOMUNIKASI DALAM MENDUKUNG  
PENANAMAN NILAI-NILAI CINTA TANAH AIR DI SMA  
NURAI DA ISLAMIC BOARDING SCHOOL, KOTA BOGOR,  
JAWA BARAT**

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**Abstrak**

Penelitian ini dilatarbelakangi oleh fenomena melunturnya identitas kebangsaan di kalangan Generasi Z serta adanya tantangan unik dalam menanamkan nasionalisme di lembaga pendidikan Islam bermanhaj Salaf. Masalah utama penelitian ini adalah bagaimana SMA Nuraida Islamic Boarding School menjalankan fungsinya dalam menanamkan nilai-nilai cinta tanah air di tengah pandangan Salaf yang sering kali dianggap bertentangan dengan beberapa tradisi lokal dan simbol nasional. Tujuan penelitian ini adalah untuk mendeskripsikan implementasi, mengidentifikasi tantangan, dan menganalisis model komunikasi yang digunakan dalam proses penanaman nilai tersebut. Teori utama yang digunakan dalam penelitian ini adalah Model Komunikasi Wilbur Schramm yang menekankan pada proses sirkular dan pentingnya irisan bidang pengalaman (*field of experience*) dalam efektivitas pesan. Metode penelitian yang diterapkan adalah pendekatan kualitatif deskriptif dengan paradigma kritis. Teknik pengumpulan data meliputi observasi partisipatif, wawancara mendalam dengan pihak manajemen, guru, dan siswa, serta studi dokumen. Hasil penelitian menunjukkan bahwa SMA Nuraida IBS menerapkan komunikasi holistik-integratif dengan strategi "penerjemahan nilai", di mana nilai-nilai kebangsaan disandikan ulang menggunakan narasi agama agar selaras dengan akidah siswa. Meskipun menghadapi tantangan berupa hambatan semantik dan stigma eksklusivisme, sekolah berhasil membangun model komunikasi sirkular melalui umpan balik yang dialogis dan keteladanan (*uswah*) pengajar. Kesimpulan penelitian membuktikan bahwa identitas keagamaan yang kuat dapat menjadi fondasi kokoh bagi karakter kebangsaan melalui model komunikasi yang adaptif dan kontekstual.

**Kata Kunci:** Cinta Tanah Air, Manhaj Salaf, Model Komunikasi, Sekolah Islam

# COMMUNICATION MODELS IN SUPPORTING THE INTERNALIZATION OF PATRIOTISM VALUES AT NURAI DA ISLAMIC BOARDING SCHOOL HIGH SCHOOL, BOGOR CITY, WEST JAVA

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## *Abstract*

*This research is driven by the declining national identity among Generation Z and the unique challenges of instilling nationalism within Islamic educational institutions adhering to the Salafi. The primary research problem investigates how SMA Nuraida Islamic Boarding School maintains its function in fostering patriotism while navigating Salafi perspectives that are often perceived as being in tension with certain local traditions and national symbols. This study aims to describe the implementation, identify the challenges, and analyze the communication models employed in the process of internalizing these values. The theoretical framework of this study utilizes Wilbur Schramm's Communication Model, which emphasizes circular processes and the significance of the "field of experience" in ensuring message effectiveness. A descriptive qualitative approach within a critical paradigm was adopted as the research method. Data collection techniques included participant observation, in-depth interviews with management, teachers, and students, as well as document analysis. The findings indicate that SMA Nuraida IBS implements a holistic-integrative communication strategy through "value translation," where national values are re-encoded using religious narratives—such as the concept of Ulil Amri—to align with the students' aqidah (creed). Despite facing multidimensional challenges, including semantic barriers and external stigmas of exclusivism, the school successfully establishes a circular communication model through dialogic feedback and the exemplary behavior (uswah) of educators. In conclusion, the study demonstrates that a robust religious identity can serve as a solid foundation for national character through adaptive and contextual communication models.*

**Keywords:** *Communication Model, Islamic School, Patriotism, Salafi Manhaj*