

ISLAMIC RELIGIOUS INSTRUCTOR'S PREACHING COMMUNICATION STRATEGY IN PREVENTING PREMARITAL SEXUAL BEHAVIOR OF ADOLESCENTS AT SMA NEGERI 2 BURU

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Abstract

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The phenomenon of premarital sexual behavior among adolescents is a worrying issue, especially amidst the rampant access to uncontrolled information through social media and the internet. This study aims to examine the communication strategy of da'wah used by Islamic religious instructors in preventing premarital sexual behavior among students at SMA Negeri 2 Buru. The approach used is qualitative descriptive with data collection techniques in the form of semi-structured interviews, observation, documentation, and questionnaires. The research informants consisted of Islamic religious counselors, teachers, and students. The results of the study indicate that the communication strategy of da'wah applied is persuasive, contextual, and adapts to the psychological conditions of adolescents. This strategy does not only rely on verbal communication, but also prioritizes role models, emotional closeness, and warm interpersonal relationships between instructors and students. In addition, the role of schools in supporting religious activities and collaboration between teachers, instructors, and guidance and counseling personnel also strengthen efforts to prevent deviant behavior. Thus, effective da'wah requires a comprehensive and synergistic approach between spiritual values, school environmental support, and an adaptive communicative approach.

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INTRODUCTION



The phenomenon of premarital sexual behavior among adolescents is becoming an increasingly worrying issue in the social life of Indonesian society (Mulyana, 2004) . This problem does not only occur in big cities, but has also spread to areas that were previously considered to have strong social control, including areas with a dominance of strict local religious and cultural values (Nasir & Rijal, 2021) . Changes in the era marked by the development of information technology have contributed to expanding adolescents' access to various forms of information, including content that is not in accordance with religious, social, and cultural norms. Social media, websites, and entertainment applications are now new spaces that influence the way people think, act, and behave, including in terms of sexuality (Girik Allo et al., 2021) .

Adolescents are an age group that is in a transition period from childhood to adulthood. In this phase, they experience complex physical, emotional, and psychosocial development. High curiosity, search for identity, and the need to be accepted by the social environment often make adolescents vulnerable to negative influences, including the urge to engage in premarital sexual behavior (Iye, 2019) . This behavior is certainly inseparable from the negative impacts that accompany it, such as unwanted pregnancy, transmission of sexually transmitted diseases, mental stress, and the occurrence of social stigma that can affect their future education and social life (Junaidi, 2020) . Therefore, it is important for all elements of society, especially educational and religious institutions, to carry out structured, systematic, and sustainable interventions.

In this case, a religious approach is one of the most strategic and fundamental ways to foster the morals and spirituality of adolescents (Supriadi et al., 2020) . Da'wah, as a means of conveying Islamic values, is not only ceremonial or symbolic, but must also be able to touch aspects of adolescents' daily lives in a concrete way. This is where the importance of an effective and contextual da'wah communication strategy lies (Muhammad Alifuddin et al., 2022) . Islamic religious counselors or counselors have an important role in this process, not only as conveyors of religious messages, but also as moral guides and spiritual friends who are able to build emotional closeness with adolescents.

SMA Negeri 2 Buru, as a secondary education institution in Buru Regency, is a relevant location for research considering the concerns of the community and the school regarding the increasing indications of premarital sexual behavior among students. In this context, Islamic religious counselors at the school have a moral and social responsibility to help students understand the risks and consequences of such deviant behavior. However, the effectiveness of the communication strategies implemented by these counselors has not been widely studied scientifically, especially in a local context such as Buru Regency which has its own cultural and social characteristics.

This study was conducted to identify and analyze in depth the communication strategies of da'wah used by Islamic religious instructors at SMA Negeri 2 Buru in preventing premarital sexual behavior. This study examines how religious messages are packaged, the communication methods used, and students' responses to the da'wah delivered. In addition, this study also seeks to explore internal and external factors that influence premarital sexual behavior among adolescents, as well as how collaboration between schools and religious instructors can create an environment that supports adolescent moral development. Thus, the results of this study are expected to not only provide theoretical contributions to the development of da'wah communication studies, but also practically serve as a reference for schools, local governments, and da'wah

institutions in developing more effective religious education strategies in facing the challenges of the times and the dynamics of adolescent behavior.

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Premarital Sexual Behavior

Premarital sexual behavior is any form of sexual activity carried out by individuals before being bound by a legal and religious marriage relationship. According to Sarwono in (Tahir et al., 2024) , premarital sexual behavior in adolescents can be in the form of physical relationships starting from holding hands, kissing, to having sex. The driving factors include lack of self-control, identity crisis, influence of the social environment, and easy access to sexual information through mass and digital media. Adolescents are a vulnerable age group because they are in a period of searching for their identity. The imbalance between biological development and psychological maturity makes them tend to explore new things, including in terms of sexuality (Alex Sobur, 2009) .

Da'wah and Da'wah Communication

Da'wah comes from the Arabic "da'a - yad'u - da'watan" which means to call, invite, or call to goodness. In the context of Islam, da'wah is an effort to invite humanity to the path of Allah through the delivery of Islamic values (Kosilah & Andarias, 2019) . Da'wah communication is the process of delivering Islamic messages which is carried out with the aim of changing the attitudes and behavior of the audience to be in accordance with Islamic teachings. According to (Mubasyaroh, 2016) , da'wah communication must pay attention to elements of communication such as communicators, messages, media, communicants, and effects. Communicators (dai or instructors) must have credibility, da'wah messages must be persuasive and constructive, the media used can be oral, written, or visual, and must pay attention to the characteristics of the communicants so that the message can be received effectively.

Da'wah Communication Strategy

The strategy of da'wah communication is the planning and implementation of appropriate communication methods to achieve da'wah goals. According to (Aminatuz Zahro, 2016) , da'wah communication strategies include:

- a. Determine the objectives of preaching, both short term and long term.
- b. Recognize audience characteristics (teenagers, adults, general public).
- c. Choosing a delivery method (lecture, discussion, counseling, social media, etc.).
- d. Measuring the effectiveness of preaching through changes in attitudes or behavior.

In the context of adolescents, participatory and dialogical strategies are more effective than one-way lecture methods. Religious counselors need to build communicative and empathetic relationships so that the message of preaching is received personally and touches the spiritual values of adolescents.

The Role of Islamic Religious Counselors

Islamic religious instructors function as agents of social and spiritual change in society, including in educational institutions. The Ministry of Religion of the Republic of Indonesia states that the duties of religious instructors include religious guidance, religious law counseling, and the formation of community morals and ethics. In the school environment, religious instructors have a dual role, namely as educators and counselors

who help students face life's challenges, including sexuality issues. Counselors are expected to be role models and a safe place for students to confide (Zulfy Qadir, 2019)

Factors Influencing Premarital Sexual Behavior of Adolescents

Some of the main factors that influence premarital sexual behavior include (Yanti et al., 2018) :

- a. Family: Disharmony in the family or lack of communication between parents and children.
- b. Peers: Pressure or influence from peer groups.
- c. Media: Access to films, music and social media content containing sexual elements.
- d. Religious education: Lack of understanding of religious and moral values.
- e. Self-control: Lack of ability to manage emotions and desires.

Understanding these factors is important for designing appropriate and effective da'wah strategies.

METHOD STUDY

This study uses a descriptive qualitative approach to reveal the communication strategies of da'wah applied by Islamic religious counselors in preventing premarital sexual behavior among adolescents at SMA Negeri 2 Buru (Bungin, 2017) . This approach was chosen because it allows researchers to deeply understand the social context, perceptions, and communication dynamics that occur in efforts to prevent deviant behavior.

purposive sampling and **snowball sampling** techniques , taking into account the involvement and relevance of informants to the focus of the study (Creswell, 2016) . There were a total of 15 informants consisting of:

- **Islamic Religious Counselors** : Three Islamic religious counselors who actively provide religious counseling at SMA Negeri 2 Buru.
- **Teenagers** : Nine students from various grade levels at SMA Negeri 2 Buru who were considered able to provide information related to their experiences and views.
- **Teachers** : Three teachers including the Principal, Vice Principal for Student Affairs, and Guidance and Counseling Teacher, who play an important role in guiding students in the school environment.

Data was collected using several techniques as follows:

- a. Semi-Structured Interview
Interviews were conducted with all informants to obtain in-depth information regarding the missionary communication strategies used, factors that encourage premarital sexual behavior, and efforts that have been made in the context of prevention (Sugiyono, 2011a) .
- b. Participatory Observation
Researchers conducted direct observation of Islamic religious counseling activities in the school environment. This observation aims to understand more clearly the communication process that occurs between counselors and adolescents, and to see how the da'wah strategy is applied in practice (MD Brotowidjoyo, 1991) .
- c. Documentation Study

Documentation in the form of activity photos, field notes, and school documents such as extension work programs and activity reports were collected as supporting data to strengthen the results of interviews and observations.

d. **Closed and Open Questionnaires**

The questionnaire was given to students as an additional instrument to obtain information about their attitudes, understanding, and experiences related to premarital sexual behavior. This questionnaire consists of open and closed questions to explore the cognitive and affective aspects of students.

The collected data were analyzed **qualitatively** using thematic analysis techniques. The analysis process includes three main stages (Sugiyono, 2011b), namely:

1. **Data Reduction** – Filtering and summarizing important information from interviews, observations, documentation, and questionnaires.
2. **Data Presentation** – Arranging data in narrative form, matrices, or thematic tables to facilitate understanding of certain patterns.
3. **Drawing Conclusions and Verification** – Interpreting the meaning of data, identifying relationships between themes, and concluding the communication strategies used by Islamic religious instructors in the context of this research.

RESULTS AND DISCUSSION

SMA Negeri 2 Buru is one of the state senior high schools located in Buru Regency, Maluku Province. This school has a vision to create a generation that is intelligent, has good morals, and is competitive. In practice, SMA Negeri 2 Buru actively involves educators, including Islamic religious instructors, in religious activities and moral development of students. Religious education activities are carried out periodically through lectures, group discussions, counseling guidance, and other religious activities.

RESEARCH RESULT

Based on the results of interviews, observations, documentation, and questionnaires, several main findings were obtained relating to the communication strategies of Islamic religious instructors at SMA Negeri 2 Buru:

Applied Preaching Communication Strategy

In conducting coaching at SMA Negeri 2 Buru by Islamic religious instructors, Sitriawati conveyed Islamic teachings that emphasize moral and ethical values in relations between the sexes. Through lectures, discussions, and interactive activities, students are invited to understand the importance of protecting themselves and respecting religious values. As a result, many students feel more understanding and more careful in their relationships. With a more personal and interactive approach, Islamic religious instructors at SMA Negeri 2 Buru create an environment that supports and directs students to better understand the importance of protecting themselves from premarital sexual behavior. In this case, Islamic religious instructors carry out several premarital Da'wah communication strategies.

There are three main strategies used by Islamic religious counselors:

a. **Persuasive and Humanistic Strategy**

Counselors emphasize a persuasive and humanist approach in delivering preaching messages. They use polite, dialogical language and build emotional closeness with students. Counselors prefer to be friends to students rather than just givers of advice.

b. Contextual and Realistic Approach

In delivering the da'wah material, the counselor relates the material to real-life phenomena faced by teenagers, such as the dangers of free association, pornography, and the negative impacts of premarital sexual relations. This approach is considered more effective because teenagers feel that the message delivered is relevant to their lives.

c. Utilization of Media for Da'wah

Counselors use social media and educational videos as a means to reach students outside of class hours. Motivational videos, Islamic inspirational stories, and digital content with moral and religious themes are used to strengthen the message of preaching.

Factors Driving Premarital Sexual Behavior

Several factors identified as encouraging premarital sexual behavior among teenagers at SMA Negeri 2 Buru include:

- Lack of control from parents and a permissive family environment.
- The influence of social media and unsupervised internet access.
- Lack of constructive, religious-based sex education in schools.
- High curiosity and peer pressure.

The Role of Counselors and Teachers in Prevention

Teachers and guidance counselors also play a role in synergy with religious instructors. They work together in creating coaching programs, religious seminars, and group guidance. The principal also provides full support for religious activities as an effort to prevent student morality.

DISCUSSION

The results of the study indicate that the da'wah communication strategy applied by Islamic religious instructors at SMA Negeri 2 Buru is persuasive, contextual, and oriented towards the needs of adolescents. This approach does not only rely on lectures or one-way delivery of religious material, but emphasizes more on open, dialogical two-way communication and building emotional closeness. This strategy is in line with the theory of da'wah communication according to (Burhanuddin, 2018), which states that effective da'wah must be relevant to the psychological conditions of the mad'u (audience) and delivered using adaptive and humanistic methods.

A successful da'wah communication strategy is a strategy that is not only verbal, but also involves non-verbal aspects such as role models, emotional presence, and relational closeness. This finding is reinforced by the opinion of (Fitriani, 2021), which states that da'wah for adolescents will be effective if carried out in an open, empathetic, and friendly atmosphere. Islamic religious instructors at SMA Negeri 2 Buru play a role not only as conveyors of religious messages, but also as mentors who are trusted by students to share their stories and life concerns, including about sensitive issues such as premarital relationships. From interviews conducted with 15 informants, it was found that the success of the da'wah strategy is also influenced by internal factors of adolescents, such as the strength of faith, moral awareness, and self-control. Adolescents with high levels of religiosity tend to be able to refrain from premarital sexual behavior. Therefore, da'wah that aims to form spiritual and moral awareness has an important role in building the foundation of healthy behavior in adolescents.

Institutional support from schools is also an important factor. This study found that collaboration between Islamic religious counselors, BK teachers, and school officials such as the principal and vice principal for student affairs has strengthened prevention efforts. This collaborative model can be a good practice that is worth replicating in other schools that have similar problems.

The following is a summary of the main findings in tabular form:

Aspect	Findings
Da'wah Communication Strategy	Persuasive, dialogic, contextual, based on adolescent needs, prioritizing role models and emotional closeness.
Media and Methods	Interactive lectures, group discussions, personal approaches, use of social media to spread the message of preaching.
Internal Factors of Adolescents	Level of faith, moral awareness, self-control, and support from family and immediate environment.
External Factors	The influence of social media, peer pressure, lack of parental supervision, and minimal religious-based sexual education.
Role of Schools	Support for religious activities, cooperation between teachers and counselors, and the implementation of rules that support Islamic values.

Thus, it can be concluded that an effective da'wah communication strategy in preventing premarital sexual behavior in adolescents is a strategy that touches on spiritual, psychological, and social aspects simultaneously. The combination of a communicative da'wah approach and a supportive school environment is the main key in preventing adolescent behavioral deviations.

CONCLUSION

Based on the results of the study on the communication strategy of Islamic religious instructors in preventing premarital sexual behavior of adolescents at SMA Negeri 2 Buru, it can be concluded that the strategy implemented by Islamic religious instructors has proven to be quite effective in fostering and protecting adolescents from such deviant behavior. The communication strategy used is persuasive, humanistic, and contextual, and is delivered through a dialogical approach that builds emotional closeness between instructors and students. The instructors also utilize digital Islamic preaching media to convey moral and religious messages that are relevant to the living conditions of today's adolescents.

This study also found that the driving factors of premarital sexual behavior among adolescents include the influence of social media, lack of parental supervision, peer pressure, and limited sexual education based on religious values. In this context, the presence of Islamic religious counselors in schools is very important as partners in the process of character formation and spiritual development of students. Collaboration between counselors, guidance and counseling teachers, and the school as a whole is key to developing a more comprehensive and sustainable prevention strategy. Therefore, the implementation of appropriate and relevant da'wah communication strategies to the needs of adolescents is a potential solution in efforts to prevent premarital sexual behavior in the school environment.

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