

ABSTRAK

Perubahan preferensi masyarakat terhadap bentuk hiburan dan media komunikasi menuntut penyampaian dakwah berbasis kesenian tradisional dikemas secara kreatif agar tetap relevan, menarik, dan mudah diterima oleh berbagai kelompok *audiens*. Kiai Raden Tunjung merespons kondisi tersebut melalui pengajian wayang santri di Cilacap dengan mengkombinasikan nilai-nilai agama Islam, pertunjukan wayang kulit, bahasa lokal, humor, tembang, serta musik tradisional dan modern. Tujuan penelitian ini untuk mengetahui proses penyusunan pesan dakwah dan menganalisis bentuk logika desain pesan ekspresif, konvensional, dan retorik dalam penyampaian dakwah Kiai Raden Tunjung melalui pengajian wayang santri. Penelitian menggunakan metode kualitatif deskriptif dan dianalisis menggunakan teori Message Design Logic menurut Barbara O'Keefe. Hasil penelitian menunjukkan bahwa proses penyusunan pesan dilakukan melalui pengenalan konteks acara dan karakteristik *audiens*, penentuan tema dan materi dakwah, pemilihan tokoh wayang, penggabungan dakwah dengan unsur pertunjukan, koordinasi tim, penyesuaian penyampaian berdasarkan *respons audiens*, serta evaluasi. Dalam penyampaian pesan dakwah, Kiai Raden Tunjung menerapkan tiga logika desain pesan: logika ekspresif terlihat dalam pengungkapan keyakinan, pengalaman personal, emosi, dan humor; logika konvensional terlihat pada penyesuaian pesan dengan norma agama, nilai budaya, tujuan acara, dan pembagian peran dalam tim; logika retorik cenderung dominan melalui penyesuaian bahasa, tokoh wayang, penggunaan musik dan tembang, serta teknik penyampaian berdasarkan situasi pertunjukan dan *respons audiens*. Disimpulkan bahwa keterampilan komunikasi Kiai Raden Tunjung dalam merancang pesan yang relevan dan menyampaikan dengan gaya yang strategis dapat membangun perhatian, kedekatan, dan penerimaan audiens.

Kata kunci: Komunikasi dakwah, *Message Design Logic*, Pengajian Wayang Santri, Kiai Raden Tunjung.

ABSTRACT

Changes in public preferences for entertainment and communication media require traditional art-based Islamic preaching to be presented creatively so that it remains relevant, engaging, and accessible to diverse audiences. Kiai Raden Tunjung responds to these changes through the wayang santri Islamic gathering in Cilacap by combining Islamic religious values, shadow-puppet performances, local language, humor, traditional songs, and both traditional and modern music. This study aims to examine the process of designing Islamic preaching messages and analyze the expressive, conventional, and rhetorical message design logics employed by Kiai Raden Tunjung in delivering Islamic preaching through the wayang santri Islamic gathering. This study employed a descriptive qualitative method, and the data were analyzed using Barbara O'Keefe Message Design Logic theory. The findings indicate that the message design process involved identifying the event context and audience characteristics, determine preaching themes and materials, selecting puppet characters, integrating Islamic preaching with performance elements, coordinating the performing team, adapting message delivery according to audience response, and conducting evaluations. In delivering Islamic preaching messages, Kiai Raden Tunjung applied three message design logics: expressive logic was reflected in the expression of religious beliefs, personal experiences, emotions, and humor; conventional logic was evident in the adjustment of messages to religious norms, cultural values, event objectives, and the division of roles within the performing team; and rhetorical logic tended to be dominant through the adaptation of language and puppet characters, the use of music and traditional songs, and delivery techniques tailored to the performance situation and audience responses. It can be concluded that Kiai Raden Tunjung communication skills in designing relevant messages and delivering the strategically can foster audience attention, closeness, and acceptance.

Keywords: *Islamic preaching communication, Message Design Logic, Wayang Santri Islamic Gathering, Kiai Raden Tunjung.*