ABSTRAK

Skripsi dengan Judul **"Representasi Pesan Dakwah Dalam Sinetron "Azab" Di Indosiar Edisi 27– 28 Februari 2019"** di tulis oleh Ana Ulfa Listiana, NIM. 17304153010, Program Studi Komunikasi dan Penyiaran Islam, Fakultas Ushuluddin Adab dan Dakwah Institut Agama Islam Negeri (IAIN) Tulungagung. Pembimbing H.Abdullah Chakim, M.Pd.

Kata Kunci : *Representasi, Pesan Dakwah,Sinetron*

Sinetron merupakan salah satu program ditelevisi yang memiliki banyak genre. Salah satunya sinetron religi yaitu Azab yang tayang di Indosiar. Mulai tayang sejak bulan juli tahun 2018 sinetron Azab berhasil mendapat penghargaan di acara Panasonic Gobel Awards dengan memenangkan sinetron non serial tervaforit. Namun ditahun yang sama sinetron ini mendapat teguran tertulis dari Komisi Penyiaran Indonesia Pusat (KPI) karena menampilkan visual yang berpotensi melanggar P3SPS (pedoman perilaku penyiaran dan standar program siaran). Bahkan sinetron mengenai balasan bagi manusia atas perbuatan semasa hidup sempat menjadi perhatian masyarakat. karena muncul beragam parodi Azab yang tersebar di media sosial seperti instagram dan youtube.

Tujuan penelitian ini untuk mengetahui representasi pesan dakwah yakni aqidah dalam sinetron Azab edisi 27-28 februari 2019 dengan menggunakan metode kualitatif berdasarkan analisis semiotika Ferdinand de Saussure.Penelitian ini dilakukan melalui tiga tahap yaitu pengumpulan data, analisis data, dan penyajian hasil penelitian.

Sebagaimana penelitian yang telah dilakukan representasi pesan aqidah sinetron Azab adalah terkait dengan mengimani Allah swt, mengimani adanya malaikat, mengimani hari akhir mengimani qhodo' dan qadar. Adapun analisis semiotika dari Ferdinand de Saussure terkait pesan aqidah dalam sinetron Azab edisi 27-28 februari 2019 yang dapat diketahui dari penanda (*siginifier*) dan petanda (*signified*). Hal itu berkaitan dengan membaca bacaan dzikir diwaktu tertentu, memohon pertolongan hanya kepada Allah, mempercayai kehendak dan takdir Allah, mempercayai adanya malaikat, dan mempercayai adanya balasan dari Allah.

ABSTRACT

Thesis with the title **"Representation of Da'wah Message in" Azab "Soap In Indosiar Edition 27-28 February 2019"** written by Ana UlfaListiana, NIM. 17304153010, Islamic Broadcasting and Communication Study Program, Faculty of UsuluddinAdab and Da'wah Institute of Islamic State (IAIN) Tulungagung. Supervisor H. Abdullah Chakim, M.Pd.

Keywords:*Representation, Message Da'wah, Soap Opera*

Soap opera is one of the television programs that have many genres. One of them is the religious soap opera, the Azab soap opera that has been on Indosiar since July 2018. The Azab soap opera has won an award at the Panasonic Gobel Awards by winning the non serial most favorite soap opera. However, in the same year the soap opera received a written warning from the Central Indonesian Broadcasting Commission (KPI) for displaying a visual that could potentially contravene P3SPS (broadcasting behavior guidelines and broadcast program standards). Even the soap opera about the retaliation of human actions is a lot of public attention. Because a variety of Azab parodies appear on social media such as Instagram and YouTube.

The purpose of this study was to determine the representation of the da'wah message aqidah in soap opera edition 27-28 February 2019 by using a qualitative method based on the analysis semiotic of Ferdinand de Saussure. The research was conducted through three step collecting,analysis and presentation of research results.

Based on the research that has been done, representation of the aqeedah soap opera Azab is related to the belief in Allah, believe in the existence of Allah's, believe in the end of the day to believe in qhodo 'and qadar. As for the semiotic analysis Ferdinand de Saussure related to the message of aqeedah in the soap opera edition 27-28 February 2019 which can be known from the sign (siginifier) and the signified. It is related to reading the recitation of dhikr at a certain time, asking for help only to Allah, trusting God's will and destiny, trusting the existence of saint, and trusting in the existence of a revenge from Allah.