

## ABSTRAK

Rihar Diannisa Hidayanti. 221.371.213. *Pengaruh Konten Dakwah di Media Sosial terhadap Karakter Religius Mahasiswi Program Studi Pendidikan Agama Islam (PAI) STITMA Yogyakarta Tahun Akademik 2025/2026*. Skripsi. Yogyakarta: Program Studi Pendidikan Agama Islam Sekolah Tinggi Ilmu Tarbiyah Madani, 2026

Perkembangan media sosial sebagai sarana penyebaran dakwah Islam di kalangan mahasiswa menimbulkan kebutuhan untuk mengkaji pengaruhnya terhadap pembentukan karakter religius. Penelitian ini dilakukan pada mahasiswi Program Studi Pendidikan Agama Islam (PAI) STITMA Yogyakarta untuk mengetahui pengaruh konten dakwah di media sosial terhadap karakter religius mereka. Penelitian ini bertujuan untuk mengetahui adanya pengaruh serta besarnya pengaruh konten dakwah di media sosial terhadap karakter religius mahasiswi PAI STITMA Yogyakarta Tahun Akademik 2025/2026. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah 142 dari seluruh mahasiswi PAI STITMA Yogyakarta, dengan sampel sebanyak 36 responden dari semester 2, 4, dan 6 yang dipilih menggunakan teknik *proportionate stratified random* sampling. Instrumen penelitian berupa angket skala Likert yang telah diuji validitas dan reliabilitasnya. Teknik analisis data meliputi uji validitas, reliabilitas, normalitas, linearitas, korelasi non-parametrik Spearman's Rho, dan regresi linear sederhana. Hasil penelitian menunjukkan bahwa konten dakwah di media sosial berpengaruh signifikan terhadap karakter religius mahasiswi dengan hasil uji korelasi menunjukkan nilai signifikansi  $0,000 < 0,05$  sehingga hipotesis alternatif diterima. Analisis regresi linear sederhana juga menunjukkan bahwa konten dakwah memberikan kontribusi terhadap pembentukan karakter religius mahasiswi. Dengan demikian, dapat disimpulkan bahwa konten dakwah di media sosial berpengaruh signifikan terhadap karakter religius mahasiswi PAI STITMA Yogyakarta Tahun Akademik 2025/2026.

**Kata kunci:** Konten Dakwah, Media Sosial, Karakter Religius, Mahasiswi PAI

## ABSTRAC

Rihar Diannisa Hidayanti. 221371213. The Influence of Da'wah Content on Social Media on the Religious Character of Female Students of the Islamic Education Study Program (PAI) at STITMA Yogyakarta in the 2025/2026 Academic Year. Undergraduate Thesis. Yogyakarta: Islamic Education Study Program, Sekolah Tinggi Ilmu Tarbiyah Madani, 2026.

The development of social media as a medium for Islamic da'wah among university students has created the need to examine its influence on the formation of religious character. This study was conducted on female students of the Islamic Education Study Program (PAI) at STITMA Yogyakarta to determine the influence of da'wah content on social media on their religious character. The purpose of this research was to identify the existence and magnitude of the influence of da'wah content on social media on the religious character of female students of PAI STITMA Yogyakarta in the Academic Year 2025/2026. This study employed a quantitative approach using a survey method. The population consisted of 142 female students of the PAI Study Program at STITMA Yogyakarta, with a sample of 36 respondents from semesters 2, 4, and 6 selected using proportionate stratified random sampling. The research instrument was a Likert-scale questionnaire that had been tested for validity and reliability. Data analysis techniques included validity, reliability, normality, and linearity tests, Spearman's Rho nonparametric correlation, and simple linear regression analysis. The results indicated that da'wah content on social media significantly influenced students' religious character, with a significance value of  $0.000 < 0.05$ , meaning the alternative hypothesis was accepted. The regression analysis also showed that da'wah content contributed to the formation of students' religious character. Therefore, it can be concluded that da'wah content on social media has a significant influence on the religious character of female students of PAI STITMA Yogyakarta in the Academic Year 2025/2026.

**Keywords:** Da'wah Content, Social Media, Religious Character, Female Students of Islamic Education