

**PERSEPSI OPINION LEADER TERHADAP PEREMPUAN BERCADAR
PADA JAMAAH TABLIGH JAHULA**

Mahyuddin Yahya

Netty Dyah Kurniasari, S.Sos., M.Med.Kom

*Communication Science Program
Faculty of Social and Cultural Science
Trunojoyo Madura University
2018*

ABSTRACT

In this study aims to find out the various perceptions that arise on veiled women in tabligh jahula worshipers and the factors that influence the perception of leader opinion. This study discusses the study discussing opinion leader perceptions using qualitative methods and in data collection is done by in-depth interviews, observation, and documentation.

The collected data is analyzed by reviewing, reducing, presenting and drawing conclusions. Observation data are presented in the form of qualitative methods and data from literature studies are presented in the form of quotations - citations to reinforce research findings. The results showed that perceptions of opinion leaders were positive perceptions and negative perceptions then factors that influenced the opinion leader opinion.

The opinion leader's positive perception of veiled women in tabligh jahula worshipers is a sense of mutual understanding, fostering a sense of tolerance, liking veiled women, realizing coexistence with veiled women, and the existence of mutual cooperation among fellow citizens. And the opinion leader's negative perception of veiled women is a feeling of resistance, feelings of worry, strange feelings, and feelings of unease. In addition to positive and negative perceptions, there are several factors that influence society in perceiving veiled women.

Key Words: Opinion Leader, Perception, Veiled Woman.

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Dalam penelitian ini bertujuan ingin mengetahui beragam persepsi yang timbul terhadap perempuan bercadar pada jamaah tabligh jahula serta faktor yang mempengaruhi persepsi opinion leader. Penelitian ini membahas studi membahas persepsi *opinion leader* menggunakan metode kualitatif dan dalam pengumpulan data dilakukan dengan wawancara mendalam, observasi, dan dokumentasi.

Data yang terkumpul dianalisis dengan menelaah, mereduksi, penyajian dan penarikan kesimpulan. Data hasil observasi disajikan dalam bentuk metode kualitatif dan data hasil studi kepustakaan disajikan dalam bentuk kutipan – kutipan untuk memperkuat temuan penelitian. Hasil penelitian menunjukkan bahwa persepsi yang dilakukan *opinion leader* adanya persepsi positif dan persepsi negatif kemudian faktor – faktor yang mempengaruhi persepsi opinion leader. Persepsi positif *opinion leader* terhadap perempuan bercadar pada jamaah tabligh jahula ialah adanya rasa saling pengertian, menumbuhkan rasa toleransi, menyukai terhadap perempuan bercadar, menyadari hidup berdampingan dengan perempuan bercadar, dan adanya gotong royong antar sesama masyarakat. Dan persepsi negatif *opinion leader* terhadap perempuan bercadar adalah perasaan menentang, perasaan khawatir, timbul perasaan aneh, dan adanya perasaan risih. Selain timbul persepsi positif dan negatif, ada beberapa faktor yang mempengaruhi masyarakat dalam mempersepsikan perempuan bercadar.

Kata Kunci: *Opinion Leader*, Persepsi, Perempuan Bercadar.