



## THE ROLE OF SANTRI PRESS AS MEDIA INFORMATION AND EDUCATION IN PESANTREN DARUL HUDA MAYAK

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**Abstrak:** Pondok Pesantren Darul Huda Mayak Ponorogo menerapkan peraturan dalam pembatasan menggunakan teknologi komunikasi untuk santri. Untuk menanggulangi santri yang kurang *update* informasi, Darul Huda menggunakan lembaga pers santri sebagai penyedia informasi seputar kegiatan pondok, dan penyebarluasan informasi di luar pondok. Tujuan penelitian ini yaitu melihat peran Lembaga Pers Santri dalam memberikan kebutuhan informasi dan pendidikan di Ponpes Darul Huda Mayak dan menganalisis bagaimana efek Lembaga Pers Santri sebagai media informasi dan pendidikan. Pendekatan penelitian yang dipakai peneliti adalah Studi Kasus yang merupakan metode penelitian deskriptif kualitatif. Hasil penelitiannya adalah peran Lembaga Pers Santri memberikan informasi di Pondok Mayak melalui media majalah dinding dan papan informasi pondok, sedangkan media pendidikan melalui pembelajaran kursus jurnalistik Serta dapat berperan dalam menyaring berita informasi dari luar pondok tentang hal-hal yang pantas untuk disebar atau tidak. Efek dengan adanya Lembaga Pers Santri dalam menggunakan media mading dan papan informasi menyebabkan santri mengetahui peristiwa yang ada di luar pondok, hal ini termasuk efek kognitif media. Santri juga mengikuti kegiatan kursus jurnalistik, sehingga menjadikan pengaruh itu termasuk ke dalam efek afektif. Adanya karya jurnalistik dari Lembaga Pers Santri, mampu membuat santri merasakan efek konatif yang mampu mengubah sikapnya menjadi perilaku yang benar dan baik.

**Kata kunci:** *Pers, media, informasi, pendidikan, pesantren.*

**Abstract:** Darul Huda Mayak Ponorogo Islamic Boarding School applies regulations in limiting the use of communication technology for students. To overcome students who lack updated information, Darul Huda uses the student press agency as a provider of information about cottage activities, and dissemination of information outside the cottage. The purpose of this study is to see the role of the Santri Press Institute in providing information and education needs in Ponpes Darul Huda Mayak and analyze how the effect of the Santri Press Institute as a medium of information and education. The research approach used by researchers is Case Studies which is a qualitative descriptive research method. The result of his research is the role of the Santri Press Institute in providing information in Pondok Mayak through the media of wall magazines and cottage information boards, while educational media through learning journalism courses and can play a role in filtering information news from outside the cottage about things that are appropriate to be disseminated or not. The effect of the Santri Press Institute in using mading media and information boards causes students to know about events outside the cottage, this includes the cognitive effects of the media. Santri also participates in journalism courses, thus making the influence included in affective effects. The existence of journalistic work from the Santri Press Institute is able to make students feel the conative effect that is able to change their attitude into right and good behavior.

**Keywords:** *Press, media, information, education, pesantren.*



## INTRODUCTION

In this technological era which is increasingly modern and rapidly developing, the mass media often contradicts people's reasoning and deviates from the principle of media as a channel or medium of communication. It is not uncommon for the mass media to act disproportionately in providing less educational shows. Functions as a channel for information, education, social control and entertainment, are in contrast to the existing reality, where the media dominates the principle and function of entertainment alone.<sup>1</sup> So that entertainment can affect everyone, making it a passive audience and there is no feedback and making the quality of the media decrease rather than the quantity of the media.

Information and communication media are also used as a means for the production, processing, and transmission of information.<sup>2</sup> Communication media is very important for people's lives, as well as information that is the core of interpersonal communication. Media includes a kind of useful tool for sending informational messages. As through interpersonal communication, the form of communication media is the five human senses and can also be telephone media. While mass communication such as print media (newspapers, magazines, newspapers,) and electronic media (Radio and TV). In addition, there is also the internet, which is characterized by being flexible in the sense that it can be more personal and can be mass. That's because the internet can cover the whole.<sup>3</sup>

From these media, of course, there are various inherent roles, both in the social environment and daily life, of course, it can be useful for human survival with media intermediaries or means for the dissemination of information and the formation of communication between one person to another.

Furthermore, education is actually an effort to understand and be directed in creating learning situations and learning procedures so that students can utilize the potential within themselves to have religious values, personality, self-mastery, noble morals and skills needed by the general audience of the state and nation.<sup>4</sup> Jurnalisme

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<sup>1</sup>Haris Munandar dan Dudy Priatna, *Media Massa & Masyarakat Modern*, (Jakarta: Prenada Media, Tt), 228.

<sup>2</sup> Yoga Suprayoga Kurnia, *"Perancangan Desain Back Ground Jadwal Gizi Tk Abdussalam di Yayasan Tiara Insani Indonesia"*, (Laporan Kerja Praktek: Universitas Komputer Indonesia, Bandung, 2010), 5.

<sup>3</sup> Ahmad Syaikhudin, *Pembelajaran Ilmu Pengetahuan Sosial*, (Ponorogo: STAIN Po Pers, 2012), 115.

<sup>4</sup> Suwarno, *Pengantar Umum Pendidikan*, (Jakarta: Aksara Baru, 1985), 1.



juga semakin berkembang untuk menjawab kebutuhan khalayak.

Along with the increasing number of media in Indonesia, the press is also increasingly developing to face various challenges in this increasingly rapid communication era. On the other hand, the public is also increasingly selective to see the construction of the reality of the message presented by the press and media.<sup>5</sup> Among people who are selective in seeing this reality, interpreting the construction of reality in the realm of mass media becomes an interesting discussion for the sustainability of the development of mass media.

Related to the press itself, its role for students is one of the determining factors in the development of a social life in the general community. Therefore, the press is needed to be the motivation of social change found in society, especially campuses.<sup>6</sup> While pesantren is an educational institution that contains teachings about Islam and concerns the emergence of relationships between Kyai or ustadz who act as teachers and santri become students who are located in mosques or dormitories to study books or religious textbooks written by scholars or ulama in the past.<sup>7</sup> So, the important part in the pesantren is that there are Kiai and the students as the executors and huts or residences, mosques, kitab kuning as the means.

In the scope of the life of society, nation, and state, it is believed that there are values and also characters that are like legal and formal such as the press, as well as communication and information models formulated into the form of functions and also the direction of national education goals, especially in terms of Islamic boarding schools or pesantren. This must be owned by students so that they can take life and continue to develop in accordance with the social development of community life.

As in the Darul Huda Mayak Islamic boarding school, in its development from year to year of management, there is one of several management that requires special skills that greatly affect the development of the lodge in the future, none

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<sup>5</sup> Junaedhie Kurniawan, *Ensiklopedi Pers Indonesia*, (Jakarta: Gramedia Pustaka Utama, 1991), 115.

<sup>6</sup> Rhesa Zuhriya Briyan Pratiwi, *Persepsi Mahasiswa Terhadap Pers Mahasiswa (Studi Deskriptif Kualitatif Mengenai Persepsi Mahasiswa Terhadap Eksistensi Pers Mahasiswa di Universitas Sebelas Maret Surakarta)*, (Universitas Sebelas Maret Surakarta, 2013).

<sup>7</sup> Team Depag RI, *Pola Pembelajaran di Pesantren*, (Jakarta: Ditpekapontren Ditjen Binbaga Depag RI, 2003), 3.



other than (LPS) Lembaga Pers Santri or Santri Press Institute. In the Santri Press Institute, there are several contents and also media produced and published about journalism, press, digital literacy, and so on.

Awal the development of the Santri Press Institute, researchers found a large decrease in student interest with the existence of LPS which plays a role in containing information and media for student education. The lack of knowledge of students about information and educational content contained by LPS at several points in the spacious cottage dormitory, the fewer students who know or even forget the role and function of LPS as a medium of information and education in the cottage considering that students focus more on learning religious books, In addition, the arrival of new students numbering approximately 1700 students who have just stepped on basic education in the cottage who do not know the situation, conditions and institutions in the cottage. This is what makes researchers anxious what a student press institution should do in attracting students' interest and awareness of the importance of the latest information and education and important news in the cottage.

Based on the explanation above, researchers are encouraged to examine more deeply the role of the Santri Press Institute as a medium of information and as a medium of education for students in the pesantren in addition to carrying out its duties as a lodge syiar to the surrounding community.

## RESEARCH METHODOLOGY

This research used a case study approach. According to Creswell, this type of approach is an approach used in studying and digesting an event or problem that has occurred by collecting various types of information which are then digested to produce solutions so that the problems revealed can be resolved.<sup>8</sup> The case that occurred in this study can be seen from the results of observations and interviews from two data taken by researchers related to the decline in student interest with the existence of LPS with the conditions that occur in the Santri Press Institute today, both from the person and the media and content produced by this institution.

Researchers used a qualitative descriptive research method. Researchers

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<sup>8</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Method)*, (Bandung: Alfabeta, 2014), 124.



search for and explore the phenomenon of a case in time and activities and collect this information in a structured and in-depth manner and use various data collection procedures at certain times.<sup>9</sup> In this case, researchers are trying to understand the facts that occur in the field in the form of the role of the Santri Press Institute in providing information and education needs which will later be linked to various sources that researchers have previously obtained, so that the data obtained is more efficient and accurate for conducting research at the Mayak Islamic boarding school.

### LITERATURE REVIEW

The term press, or *perss*, comes from the Latin term *perssus* (pressure, pressure, squeezed, solid). In Indonesian vocabulary, press comes from Dutch (*perss*, has the same meaning in English, namely "*perss*"), while in French *persse* as a designation of printing equipment. However, in general, most people in Indonesia refer to it as print media formed in an institution in charge of communication media.<sup>10</sup>

In addition, Bagir Manan explained the meaning of the press, yes, it is a window of knowledge, a window of wisdom, a window of progress, a window of dialogue or a window of free exchange of ideas (free market of ideas).<sup>11</sup> With the press, it can make a human effort to achieve its existence as a creature that requires knowledge to live and also exchange ideas for the development of the progress of his insight.

Like the press, journalism also has several meanings, journalistic derived from the word "journ" (French) which means "diary". Since ancient Roman times, Julius Caesar, has known the word "Acta Diurna". Which means all activities from day to day (government announcements, and so on). These activities are related to daily newspapers and are related to reporting events that occur at the present time and the next time.<sup>12</sup>

Furthermore, Junaedhie argues that journalism is an activity in

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<sup>9</sup> Sri Wahyuningsih, *Metode Penelitian Studi Kasus Konsep, Teori Pendekatan Psikologi Komunikasi, dan Contoh Penelitiannya*, (Madura: UTM Perss, 2013), 3.

<sup>10</sup> Syafriadi, *Hukum Pers dalam Ketatanegaraan Indonesia*, (Yogyakarta: Suluh Media, 2018), 67.

<sup>11</sup> Agus Sudibyo, *50 Tanya Jawab tentang Pers*, (Jakarta: Kepustakaan Populer Gramedia, 2013), 12.

<sup>12</sup> M. Djen Amar, *Hukum Komunikasi Jurnalistik*, (Bandung: Penerbit Alumni, 1984), 31.



communication carried out by spreading news reviews about various daily events that are general and warm, at short intervals. He further stated that journalism is a professional field that displays information containing daily events, periodically and also uses the means of mass media. So, in this field as a professional journalist, one must be able and competent in presenting new hot information and news which later this information can be properly consumed by the public.

The media is a means of communicating with the community in which there are two types as intermediaries.<sup>13</sup> Meanwhile, McLuhan and Quentin Fiore argue that “media setiap zamannya menjadi esensi masyarakat”.<sup>14</sup> This shows that society and the media are always in contact and the media is an important part of people's lives, whether they are aware or not aware that the media has influences that have positive or negative impacts on people's patterns and behavior.

Based on the overall media, according to McQuail, in reviewing the role of mass media in modern social life, there are 6 (six) perspectives, including: Mass media is seen as a window on events and experience. Media is seen as a window that can observe events that occur in a place and can be known by the general public, or the media is a means of information to digest and understand an event. Mass media as a mirror of events in society and the world, implying a faithful reflection. As a reflection of events that exist in the world, especially society, which interprets them according to their circumstances and initial conditions, so that media managers also sometimes feel they do not admit their mistakes when the media that is disseminated contains conflict, pornography and so on.

The mass media acts as a filter, or gate keeper, sorting various events to give attention to or not. Such as the form of television media which contains a selection of issues or information in the form of content based on managing standards. The mass media as a guide, road guide or interpreter, which interprets and gives directions about something in the form of uncertainty, or various preferences. The mass media is seen as a community to implement various ideas and information from the general public, so that feedback can occur. Mass media as an interlocutor, meaning that it is not just a place for information to circulate, but also a

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<sup>13</sup> Risa Agustin, *Kamus Lengkap Bahasa Indonesia*, (Surabaya: Serba Jaya, 2011), 413.

<sup>14</sup> McLuhan M. & Quentin Fiore, *The Medium is The Message*, (New York: Bantam Books, 1967), 464.



communication partner from which interactive communication can occur.<sup>15</sup>

Media not only makes a person know, but also indoctrinates the way a person learns to adjust his life and interact with each other. The influence of mass media has three aspects, namely the first cognitive aspect, which means from not knowing to knowing. For example, a student who is inside the school who does not know the events that are outside, but with the mass media someone becomes aware of events that are or have occurred outside the market, outside the region, even abroad. Like the high Covid-19 cases last year, especially in 2020, students who are inside the school will not know about the latest conditions outside the area. However, the existence of mass media such as newspapers, students can get information about the number of cases of people who are positive for covid or which areas are prone to the spread of covid-19.<sup>16</sup>

Second, the affective aspect means that from the beginning do not like to like. On that aspect it can increase or decrease moral support. For example, like instant noodle advertisements on television or the internet cottage, a student in the cottage who originally usually did not like instant noodles with many flavors will be affected by advertisements shown on television and the internet because they see many variants of taste, and are available in the nearest store or cooperative, causing a desire to taste and buy them in order to enjoy the product.

Third, the conative aspect is changing behavior and attitudes. Mass media contribute to the motor of change and mobility of a society with current conditions, therefore mass media is considered important. Changes in behavior and attitude, for example in students in the cottage who like the film *Si Entong*, by watching and exploring Entong's character who is polite, cheerful and diligent in reciting, then indirectly it indoctrinates and teaches students in the cottage to apply such behavior. Through Upin and Ipin's impressions, some students were diligent in reciting.

Furthermore, Gordon B. Davis argues about information viewed from the point of view of information systems, namely data that has been digested into a kind of form that influences current or future decisions and is beneficial to the perpetrator. In addition, in the *Oxford English Dictionary*, information is described as

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<sup>15</sup> Denis McQuail, *Mass Communication Theory*, (London: Sage Publication, 2000), 66.



something that can be told or explained (*that of which is apprised or told*), information (*intelligence*), and news (*news*).<sup>17</sup>

The information function is needed in order to be able to keep abreast of things that include all events and trends in society's conditions that are changing more rapidly. In addition to having an important meaning in the world of education and social society, information also has an important role in the economic and business fields and also contributes to the welfare of mankind. So that the function of this information is very influential for human survival in the future.

Through information, humans will know various things and events that occur around them, both through verbal and non-verbal communication systems. Both using verbal or direct communication through the five human senses, as well as non-verbal through mass media or intermediaries, all of them are needed by each other until now, because it is a human need to live in society and live a life that is in accordance with human existence itself.<sup>18</sup>

Then education in its complex meaning is interpreted as a human effort in guiding his personality to be orderly and correlated with societal and cultural values. according to Law no. 20 of 2003, education is a conscious effort to prepare students through guidance, teaching and/or training activities for their future roles.<sup>19</sup> The goals of this education include the goals of each type of educational activity (guidance, teaching, and training), the goals of the school and non-school education units, and the goals of national education.

So, from the explanation above, education is a form of human effort and demand after being born into the world to develop to seek the values of knowledge of human life or reach a level of human life in the future with guidance, teaching and training. The goal as a process of human life goals, which are supportive towards the achievement of human life goals.

Etymologically, the word "cottage" comes from the Arabic *Funduq* meaning hotel or hostel. Then the word is used to refer to dormitories where students live made of bamboo. While the term *pesantren* comes from the word "santri", with the

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<sup>16</sup> Husnul Khatimah, "Posisi Dan Peran Media Dalam Kehidupan Masyarakat," *Tasamuh* Vol.14 No. 1, (2018), 132.

<sup>17</sup> Sri Ati *et. al.*, *Dasar-dasar Informasi*, (Jakarta: Universitas Terbuka, 2014), 5.

<sup>18</sup> Pawit Muhammad Yusup, *Ilmu Informasi, Komunikasi, dan Kepustakaan*, (Jakarta: PT Bumi Aksara, 2009), 345.





addition of the prefix *pe-* and the suffix *-an* means the residence of the students. In this case, the meaning of the words *pondok* and *pesantren* is the same, namely the place where the students live.

According to A.H. John stated related to the term *santri* which comes from Tamil which means teacher reciting. C.C. Berg argues that the term comes from the word *shastri* which in Indian means one who knows the sacred books of Hinduism or a scholar of Hindu scriptures. Then the word *shastri* it comes from the word *shastra* which means holy books, religious books and books on science.<sup>20</sup>

While the Writing Team of the Ministry of Religious Affairs defines *pesantren* as Islamic educational and teaching institutions in which there is interaction between *Kiai* and *ustadz* as teachers and students as students by being located in mosques or dormitory courtyards (huts) to study and discuss religious textbooks by past scholars or more often called the yellow book.<sup>21</sup> Thus, an important element contained in a *pesantren* is the existence of *Kiai*, *santri*, mosques, residences (huts) and books or yellow books.

From the various definitions above, it can be concluded that in principle Islamic boarding schools are educational and teaching institutions about Islam contained in *Kiai* and *ustadz*, students who study religious science, mosques where they worship, dormitories or cottages where students live along with classic yellow books used by students in learning religious knowledge. And in addition to religious science, the development of *pesantren* can change in accordance with the progress of the existing times, such as the existence of formal and legal elements in addition to informal elements that are usually found in the scope of *pesantren*.

## RESULT AND DISCUSSION

Based on the results of the discussion that the researchers have carried out, it can be concluded that the role of the *Santri Press Institute* in providing information needs in *Pondok Mayak* is channeled through the media of wall magazines and information boards of the cottage and for educational media through learning journalism courses. The average student through the media can see the media as a door through

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<sup>19</sup> Suwarno, *Pengantar Umum Pendidikan*, (Jakarta: Aksara Baru, 1985), 2.

<sup>20</sup> Zamachari Dlofier, *Tradisi Pesantren*, (Jakarta: LP3ES, 1984), 18.

<sup>21</sup> Team Depag RI, *Pola Pembelajaran di Pesantren*, (Jakarta: Ditpekapontren Ditjen Binbaga Depag RI, 2003), 3.



which they can see and know about what events occur in an activity at the Mayak. Then there is also from the Santri Press Institute through learning activities or courses that can play a role in filtering information news from outside the cottage about things that deserve attention and those that are not worth showing. Then from cottage institutions, especially press institutions, they also play a role in the barometer of student instructions to change attitudes and get wisdom from journalism course activities.

The positive effect of the students with the Santri Press Institute as a media of information and education at the Mayak Islamic boarding school itself, students with the existence of LPS in using bulletin boards and information boards at the Islamic boarding school causes the average santri to be affected a lot from those who do not know information that is outside the Islamic boarding school, become aware of any events, and whenever events occur outside the hut, so that this influence is included in the cognitive aspect. In addition, there are also students who initially do not like to be happy with the journalistic course activities, so that the influence of the educational media is included in the affective aspect of the mass media. Then there are also students who, with the existence of bulletin boards and information boards that have been used by LPS with their journalistic work, are able to influence students and change behavior that is originally bad, so that the positive conative effect changes their attitude to right or good behavior.

Based on the findings of the data in this study, there is integration of communication that occurs in pesantren which are educational institutions and can also be called teaching about Islam which allows communication interactions to occur by Kyai or ustadz and students who are located in the courtyard of the hut or also the mosque to study yellow book by past scholars. With the management of the institution in Pondok Mayak, it makes it easy for verbal and non-verbal communication interactions. So that this communication causes mutual continuity between one santri to another in the Islamic boarding school. From the students and management of the institution, there is one institution that is specifically engaged in this field. This institution is a press institution which has become a separate independent institution within the Darul Huda Mayak Islamic boarding school.

Then the resulting perspectives are different and give rise to a role starting from the institution that plays a role in the information and education media is able



to see the media as a door through which the students can see and know about what events occurred at an activity at the Mayak Islamic boarding school. Then there is also the Santri Press Institute through learning activities or courses that can play a role in filtering news information from outside the Islamic boarding school about things that deserve attention and those that don't deserve to be shown. Then, from Islamic boarding schools, especially press institutions, they also played a role in guiding students to change their attitudes and gain lessons from journalistic course activities that produce journalistic works.

In addition, there is also a positive effect that occurs on students with the existence of the Santri Press Institute as a medium of information and education in Mayak pesantren causing many students to be affected from those who do not know information to know what events and anytime events occur outside the school, so that the influence is included in the cognitive aspect. In addition, there are also students who initially do not like to be fond of journalism course activities, thus making the influence of the educational media included in the affective aspects of mass media. Then there are also students who with the existence of magazine media and information boards that have been used by LPS with their journalistic work, are able to make students affected and change behavior that was originally bad making the positive effect of the conative change their attitude into right or good behavior.

## **CONCLUSION**

Based on the research that has been done, researchers have come to conclusions that can be input for the existence of press institutions in the Darul Huda Mayak Islamic boarding school educational institution. The role of the Santri Press Institute in providing information needs in pesantren is channeled through magazine media and information boards and educational media through journalism course learning. We can see the media as a door that can find out about events that occur in an activity in the market. And can play a role in filtering news information from outside the market about things that are worth showing or not. LPS also plays a role in the barometer of student instructions to change attitudes and gain positive wisdom from their journalistic activities. The effect of students with the presence of LPS in the use of media and information boards causes the average student to be affected from those who originally did not know new information to know about events that



are outside the market, so that the influence is called into the cognitive effect of media. There are also students who initially do not like to be fond of journalism course activities, thus making an influence in affective effects. Then there are also students who, with the journalistic work from LPS, are able to make students change their original bad behavior to change their attitude into right or good behavior.

Then, this research also still has shortcomings so it is recommended to conduct further research in depth on the existence of the Santri Press Institute both in general and specifically in Mayak Islamic boarding schools. One of them is through quantitative research in order to test how the interest of students with the Santri Press Institute in Mayak Islamic boarding school is still in demand or even something in the form of applied science is actually abandoned or less desirable. In addition, how can LPS influence the use of press media in Mayak pesantren. Thus, from this, it can be better understood the existence of LPS which not only publishes journalistic works, but is also known and more in demand and can influence perkembangan kemajuan pers yang ada di dalam pesantren.

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