

Perceptions of Islamic Boarding School Students in Surabaya on the Movie Trailer "The Santri"

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ABSTRACT

This study aims to determine and analyze the perceptions of students in Islamic boarding schools in Surabaya after seeing the trailer for "The Santri" movie. The theory used as the basis of the research is the theory of perception and the theory of individual differences. The methodology in this study is a qualitative method with a descriptive approach. The data collection technique used is in-depth interview. The data analysis technique used in this research is the model analysis method by Milles and Huberman which consists of three stages, namely data reduction, data presentation and drawing conclusions. The results of this study indicate that the majority of informants emphasize dissatisfaction with the trailer; the communication relationship of male and female students that is not the same as their cognitive schema, and it does not describe the nature of the students themselves. From the results of this study, it can be concluded that the perception of the majority of students in Islamic boarding schools in Surabaya about the trailer for The Santri film is a negative perception even though the background and psychological structure of the individual informants are different.

Keywords: Perception, Santri, Film Trailer The Santri

1. INTRODUCTION

The increasing condition of Indonesian cinema has triggered competition between film production parties to attract the number of viewers from the community. From the point of view of the public as potential viewers, there are five main factors that can influence people in choosing films. These five factors must be used as a reference for the film production party. These factors include marketing communications, neutral sources of information, film characteristics, content, and convenience [1].

Each of the five factors has supporting factors. Marketing communication consists of advertising and publicity factors. The advertising factor is an effective factor in influencing people to choose the films to watch. This is because advertising as a complex form of communication operates to pursue goals and uses

strategies to influence consumers' thoughts, feelings, and actions [2].

Based on the advertising media used, there are two types of film advertisements, namely through print media and electronic media. Print media in the form of film synopsis and film posters shown in cinemas and in newspapers. Electronic media in the form of film trailers which are excerpts of film scenes.

Electronic media is now displayed on social media and youtube platforms usually a few months before the film's release. Film trailers have a high effectiveness because the public can receive the message from the promotion of the film's advertisement more completely and real.

Films and their published advertising tools, especially electronic media, in this case movie trailers, are one of the mass media that have a function to share information with the public as well as to serve as

entertainment. Film acts as a means used to present entertainment, such as events, stories, music, drama, and other offerings to the public. In the communication process there must be an effect caused by the message received. Likewise, mass communication in the form of film trailers has an effect, one of which is perception. After seeing the trailer of a film will form opinions - opinions in their minds. Among the movie trailers that

can attract attention, there are movie trailers that have received the most attention lately. The trailer for The Santri, published by the NU Channel on the YouTube channel, is getting more attention. The film trailer which was released on September 9, 2019 managed to get an audience of up to three million views in a short time.



Figure 1. Trailer of The Santri Movie

Through footage of film scenes depicting the lives of students, the 2 minute 44 second trailer reaps the pros and cons. Meanwhile, criticism emerged from the Secretary General of FUI Muhammad Al Khaththath who criticized the scenes in the trailer for The Santri film by saying that these scenes were not in accordance with Islamic law. Al Khaththath suspects that there is

an attempt to liberalize faith in the name of tolerance in this film. Al Khaththath recalled the Fatwa of the Indonesian Ulema Council (MUI) No. 7 of 2005 concerning secularism, pluralism, and liberalism. According to him, the fatwa needs to be re-socialized by all parties so that the faith and morals of Muslims are maintained [3].



Figure 2. Trailer of The Santri Movie



Figure 3. Trailer of The Santri Movie

Protests also emerged from the General Chairperson of the Indonesian Santri Front (FSI), Hanif Alathas. Hanif said that the footage from the film *The Santri* does not reflect the true character and traditions of the santri. Protests also emerged from the caretaker of the Ribath Al Murtadla Al Islami Islamic Boarding School in Singosari, Malang, East Java, Luthfi Bashori. Even Luthfi Basori asked the santri and his congregation not to watch the film because according to him, the scene shown in the trailer of the film did not reflect Islamic law [4].

On the other hand, the Executive Producer of the film *The Santri*, Imam Pituduh who is also the Deputy Secretary General of the Nahdlatul Ulama Executive Board, said that the film *The Santri* was made to tell about cultural, social, and religious issues in Indonesia to outsiders. He also said that the aim of this film is to encourage all to truly understand religion comprehensively, not only on the skin. In fact, Ilham invites all involved to cast and see that in the process and the results there are no things that are against religion at all [5].

There are various perceptions of various aspects of the film's trailer. Therefore, the author conducted a study entitled "the perception of students in Surabaya on the trailer for the film *The Santri*".

2. LITERATURE REVIEW OR RESEARCH BACKGROUND

2.1. Perception Forming Process

Perception is a series of active processes. Perception is formed from four stages according to Schemerhorn et al, namely:

2.1.1. Attention and Selection

Selective selection only allows for a small proportion of all available information. This selection process stems from a controlled process, in which the individual consciously decides which information to pay attention to and which to ignore.

2.1.2. Grouping (Organization)

At this stage all the information that has entered the selection in the previous stage will be organized. The grouping occurs by grouping information on the understanding it has. This grouping is a preparation for the next process, namely interpretation. Adapun way to organize information efficiently is with a schema. Schema is a cognitive framework that describes knowledge that is organized by giving the concept of a stimulus that is built through experience.

The grouping of existing information is based on the understanding that the participants of the communication have. These understanding columns are called Cognitive Schemata, which consist of:

- a. Prototypes, which is the closest representation to the message category.
- b. Personal Construct, which is a benchmark that is in one's mind regarding a two-sided assessment of a situation.
- c. Stereotype, that is generalization predictive about a situation based on the category to which we belong.
- d. Script, that is the guide/planning we have in mind for how we behave [6].

2.1.3. Interpretation (Interpretation)

After attention is drawn to a particular stimulus and information has been organized, the individual will try to get answers about the meaning of the information. This stage is strongly influenced by causal attribution, which is an attempt to explain why something happened the way it did.

2.1.4. Search Back (Recall)

Information that has been stored in memory is retrieved when the information is used. Individuals will find it easier to retrieve information that has been stored when it has been schematized and organized.

One day someone may need to re-interpret what he had done before. At this stage the interpretation results become a new treasury for him and a new source of reference for Cognitive Schematics. This recall process ensures that the information he gets is processed properly and he can make new schemata in his thinking [7].

2.2. Positive Perception and Negative Perception

According to Robbins [8] that positive perception is an individual's assessment of an object or information with a positive view or as expected from the perceived object or from existing rules. Meanwhile, negative perception is an individual's perception of certain objects or information with a negative view, contrary to what is expected from the perceived object or from existing rules. The cause of the emergence of a person's negative perception can arise due to individual dissatisfaction with the object that is the source of his perception, and / or individual ignorance and the absence of individual experience.

Towards the perceived object and vice versa, the cause of the emergence of a person's positive perception is due to individual satisfaction with the object that is the source of his perception, and/or the individual's knowledge and experience of the perceived object.

2.3. Theory of Individual Differences (Individual Differences)

The basic premise of this theory is that humans vary greatly in their personal psychological organization. This variation starts in part from the support of biological differences, but this is because individual knowledge is different, facing sharply different points of view. From the studied environment, they want a set

of attitudes, values, and beliefs which are the psychological order of each individual that distinguishes him from the others [9].

2.4. Students

Santri in Soegarda defines people who study Islam [10]. Nurcholish Madjid stated that the word santri comes from the Javanese language, namely "cantrik" which means someone who always follows a teacher wherever he goes [11]. Santri are students or students who are studying and are one of the important elements in a pesantren institution. An ulema can be called a kiai if he has a boarding school and santri who live in the pesantren to study classical Islamic books. Thus, the existence of the kiai is usually also related to the presence of students in the pesantren [12].

2.5. Boarding school

Islamic boarding schools are defined in terminology as traditional Islamic educational institutions to study, understand, explore, appreciate, and practice Islamic teachings by emphasizing the importance of religious morals as guidelines for daily behavior [13].

2.6. Movie Trailers

The film trailer consists of a series of selected scenes from an advertised film. This is because the purpose of the movie trailer is to attract attention, so the selected scene to be shown is an interesting, funny, or important part of the film.

3. METHODOLOGY

In this study using a qualitative method with a descriptive analysis level. According to Moelong [14], qualitative research is research that intends to provide phenomena about what is experienced by research subjects, such as behavior, actions and so on by prioritizing a process of deep communication interaction between the researcher and the phenomenon under study. By way of description in the form of words and language in a special context that is natural and by utilizing various scientific methods.

In this study, researchers will conduct a descriptive study to describe the public's perception of the trailer for The Santri film. This study uses a qualitative descriptive method that aims to explain the phenomenon as deeply as possible through in-depth data collection. In addition, it also aims to explore the deepest awareness of the subjects regarding events such as the phenomenon of santri in society.

To reveal a phenomenon from social reality about perception, the researcher uses the individual differences theory. The theory of individual differences is a way to conduct studies based on the perceptions of informants who have different backgrounds so that they will produce different perceptions.

Without informants, researchers will not get the results or core discussion of a study, therefore researchers really need informants. The informants selected for this study have criteria that are in accordance with the research discussion, in this case the criteria are as follows:

- a. Have or are currently studying at a boarding school in Surabaya
- b. Is a student
- c. Types of Islamic boarding schools that vary between informants
- d. Minimum age 17 years and over
- e. Minimum education equivalent to SMA / Madrasah Aliyah
- f. Have watched The Santri movie trailer at least twice

Researchers choose informants with age and education criteria as above because at this stage the individual has characteristics, including having initiative, having broad interests, having freedom in thinking, having strong self-confidence, full of enthusiasm, being brave in taking risks, dare to express opinions and have confidence [15].

The city of Surabaya was chosen as the research location because the status of the capital city of East Java province also has an impact on the type of population of students who are diverse and heterogeneous. The number of students and Islamic boarding schools in Surabaya is also large. Categories of Islamic boarding schools from traditional, semi-modern to modern ones.

As for the characteristics of young people in Surabaya, it is inseparable from the santri, having a critical attitude towards something and being more expressive in expressing their opinions. And tend to follow current technology and communication trends, considering that every production house of a film will broadcast and promote the film via social media and Youtube channels. So that researchers find it easier to find sources who meet the criteria of informants.

The technique used to collect the main data source is an in-depth interview which produces data in the form of action words, the rest is additional data such as documents and others. This technique is considered the most appropriate, because it allows the interviewee to define himself and his environment, to use their own terms about the phenomenon under study, not just answering questions [16]. In-depth interview is a way of collecting data or information by meeting face to face with informants in order to obtain complete in-depth data. This interview was conducted with high frequency (repeatedly) intensively. Furthermore, it is distinguished between respondents (people who will only be interviewed once) and informants (people who researchers want to know or understand and who will be interviewed several times). Therefore it is called an intensive interview [17].

Sources of data used in this study is primary data that uses several data collection methods, namely observation, depth interviews, and literature with research informants and secondary data in the form of documentation.

This study uses data analysis techniques with the Milles and Huberman model analysis method p. 248 in [18]. The method of analyzing data according to the book includes three stages, they are:

- a. Data reduction is the process of selecting data, classifying, directing, removing unnecessary and organizing data in such a way as to conclude and verify data.
- b. Presentation of data, in presenting this data, all field data in the form of interviews and documentation will be analyzed according to the theories that have been described previously, which can lead to a description of the perceptions of students after seeing the trailer for The Santri film.
- c. Conclusion, is the activity of a complete description of the object under study based on the incorporation of information that has been compiled in a form that is suitable for the presentation of data through that information. Researchers can present conclusions from the researcher's point of view to further emphasize the writing of this study.

4. RESEARCH RESULTS AND DISCUSSION

From the results of this interview, it can be seen that Informants 1 and IV have an assessment of the trailer for the film *The Santri*, namely the informant's dissatisfaction with the trailer for this film. Informant 1 considered that the trailer for this film did not show positive things about students. He hopes that there should be a lot of positive things that are displayed so that it can lead to public confidence in good Islamic boarding school education. The same thing was also expressed by Informant 4 who highlighted that the trailer for this film was not in accordance with the nature of the title, namely santri who were identical with religious knowledge and morals, especially in terms of association with the opposite sex. The tolerance described in this trailer according to Informant 4 is also excessive.

Meanwhile, the assessments of Informants 2, III, and V had a negative assessment in the form of dissatisfaction and a positive assessment in the form of satisfaction in something in this film trailer. Informant 2's satisfaction with the trailer for this film is the initiative of fellow students to introduce pesantren life to the public. However, the negative point is that the informant suggested for the next work to be more selective in choosing the director with whom to collaborate. The second is that there is no need to show behind the scenes of the film-making process if it has the effect of causing a bad view from the public about santri. Informant 3's satisfaction with the film trailer he stated that the overall trailer was good but he added that there needed to be improvements in terms of communication relations between male and female students as the informant's dissatisfaction with the trailer for *The Santri* film. Likewise, with Informant 5 who said that the informant's satisfaction with this film is the side of the struggle to achieve his dream and surrender to his clerics. However, he also gave advice to the production party, especially NU, as his dissatisfaction with this trailer was to reduce the elements of disobedience that made the stigma of santri negative.

The researcher conducted this research in March 2021 where the informant received information in the form of a trailer for this film in 2019 to 2020. In this interview process, this is one of the processes of retrieval of information that has been schemed and organized by the informant around 2019 to 2020.

Based on the research that has been done, the perceptions of informants who are students of Islamic boarding schools in Surabaya are not always the same. Each informant perceives differently to the trailer for *The Santri* movie. This is related to the theory of individual differences (Individual Differences Theory) which is used by researchers as a basis for examining the differences that appear in each individual when exposed to the mass media. Individual Differences Theory states that audiences who selectively pay attention to a communication message, especially if it is related to their interests, will be in accordance with their attitudes, beliefs and values. His response to the message of communication will be changed by his psychological makeup [9].

The basic premise of this theory is that humans vary greatly in their personal psychological organization. This variation starts in part from the support of biological differences, but this is because individual knowledge is different, facing sharply different points of view. From the studied environment, they want a set of attitudes, values, and beliefs which are the psychological order of each individual that distinguishes him from the others [9]. In this study, each informant has biological differences such as gender and age. Each informant also has a different family background, education and experience.

5. CONCLUSION

Based on the analysis that has been described in the previous chapters, it can be seen that the majority of the students of Islamic boarding schools in Surabaya regarding their perception of the film trailer for *The Santri* are negative although informants have different backgrounds and psychological settings. This negative perception arises because the trailer for *The Santri* film shows the communication relationship between male and female students who seem to be free to meet face to face and walk together which does not depict students in reality. This is contrary to the teachings of the informants in Islamic boarding schools related to morals and social etiquette between the opposite sex.

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