Strengthening Islamic Sharia Through Effective Communication Strategies: A Case Study of UIN Ar-raniry Banda Aceh

Ibnu Sa'dan*[1], Syukur Kholil[2], Hasrat Efendi Samosir[3]
UIN Sumatera Utara Medan, Indonesia[1,2,3]
Email: ibnusadan4004223027@uinsu.ac.id, syukurkholil@uinsu.ac.id[2],
hasratefendisamosir@uinsu.ac.id[3]

Abstract

This research aims to analyze the effective communication strategies at State Islamic University (UIN) Ar-Raniry to strengthen the understanding and application of Islamic Sharia, given the institution's critical role in Aceh. Employing a qualitative case study method through interviews, observations, and document analysis of eight research subjects (R1–R8), the findings indicate that UIN Ar-Raniry implements a comprehensive strategy combining traditional approaches such as interpersonal communication, student mentoring programs, and collaboration with scholars with the utilization of digital media (social media, websites) to reach a wider audience. These strategies involve contextual messaging and interactive discussions, as well as the integration of Sharia values into the curriculum and the development of Islamic character. The success of these strategies is evidenced by an increased understanding of Sharia values among students, high participation in religious activities, and the application of Islamic ethics in academic life. Academically, these findings contribute by affirming the importance of synergy between modern and traditional communication and collaboration among stakeholders to support the optimal implementation of Islamic Sharia.

Keywords: *Islamic Sharia, Effective communication strategies, Digital media outreach, Curriculum Integration, Interpersonal Communication Approach.*

Abstrak

enelitian ini bertujuan menganalisis strategi komunikasi yang efektif di Universitas Islam Negeri (UIN) Ar-Raniry untuk memperkuat pemahaman dan penerapan Syariat Islam, mengingat peran penting institusi ini di Aceh. Menggunakan metode studi kasus kualitatif dengan wawancara, observasi, dan analisis dokumen terhadap delapan subjek penelitian (R1–R8), hasilnya menunjukkan bahwa UIN Ar-Raniry mengimplementasikan strategi komprehensif yang memadukan pendekatan tradisional seperti komunikasi interpersonal, program pendampingan siswa, dan kerja sama dengan ulama dengan pemanfaatan media digital (social media, website) untuk menjangkau audiens yang lebih luas. Strategi ini mencakup pesan yang kontekstual dan diskusi interaktif, serta integrasi nilai-nilai syariah dalam kurikulum dan pengembangan karakter Islami. Keberhasilan strategi ini tercermin dari peningkatan pemahaman nilai syariah di kalangan mahasiswa, partisipasi aktif dalam kegiatan keagamaan, dan penerapan etika Islam dalam kehidupan akademik. Secara keilmuan, temuan ini berkontribusi dengan menegaskan

pentingnya sinergi antara komunikasi modern dan tradisional serta kolaborasi antar pemangku kepentingan untuk mendukung implementasi Syariat Islam yang optimal.

Kata Kunci: Syariat Islam, Strategi komunikasi yang efektif, Penyebaran informasi melalui media digital, Integrasi kurikulum, Pendekatan komunikasi antarpersonal

INTRODUCTION

Aceh is the only province in Indonesia that has officially adopted Islamic law in various dimensions of its people's lives. This privilege is regulated in Law Number 44 of 1999 (Sekretaris Negara Republik Indonesia, 1999) which regulates the Implementation of the Special Province of Aceh, as well as Law Number 11 of 2006 concerning the Government of Aceh (Menteri Hukum dan Hak Asasi Manusia Republik Indonesia, 2006; Sa'dan, 2025; Sholihah & Roqib, 2024). This shows the commitment of local governments in implementing Islamic values in community governance. Higher education institutions have a very important role in supporting the implementation and strengthening of Islamic law (Assyaukanie, 2019). Through various academic studies, higher education institutions can make a significant contribution in understanding and developing Islamic sharia in Aceh. In addition, da'wah activities carried out by this institution also serve to disseminate a deeper understanding of Islamic values to the community. Education policies based on Islamic values are one of the key aspects in strengthening the implementation of Islamic sharia in Aceh. By integrating Islamic principles in the curriculum and academic activities, higher education institutions not only serve as a place of learning, but also as agents of change that are able to shape the character and morals of society. Therefore, collaboration between the government, educational institutions, and the community is urgently needed to achieve this goal (Azim et al., 2023; Azra, 2017).

The implementation of Islamic sharia in Aceh is based on a number of regulations that provide a legal basis for its implementation. In order to ensure that Islamic law is applied comprehensively, the Aceh government has established various special institutions, such as the Islamic Sharia Office, the Sharia Court, and the *Wilayatul Hisbah*, which have responsibility for the supervision and enforcement of these laws (Hix et al., 2005; Pepinsky et al., 2017). The implementation of Islamic sharia in Aceh faces various obstacles, including differences in understanding among the community, rejection from several groups, and the need for effective communication strategies to increase public

support for the implementation of sharia law. This shows that the challenges are not only structural, but also cultural and social. Higher education institutions such as UIN Ar-Raniry have an important role in overcoming these various challenges. Through the right academic and communication approach, this institution can contribute to building a better understanding of Islamic law, as well as encourage constructive dialogue in society to support its effective implementation (Bustami, Zulkarnain, et al., 2025).

Islamic higher education institutions, especially the State Islamic University (UIN) Ar-Raniry, have a significant role in strengthening the implementation of Islamic sharia in Aceh with various approaches. One way to do this is through education and curriculum development that integrates Islamic values (Crotty et al., 2024; Mao, 2025; Osiesi & Blignaut, 2025; Padovano & Cardamone, 2024). By organizing a study program that focuses on Islamic law, this institution strives to produce graduates who not only understand Islamic teachings in depth, but are also able to apply them in the context of people's daily lives (Al-Omari et al., 2024; Aspinall, 2009). Scientific research and studies are one of the important pillars in efforts to strengthen Islamic law. UIN Ar-Raniry is actively conducting research related to Islamic sharia and its application in Acehnese society (Arshad et al., 2012; Baird et al., 2005; Khumairoh et al., 2025; Muslimsyah et al., 2024). Da'wah and community service activities are also the main focus of this institution. Through an academic approach, UIN Ar-Raniry seeks to disseminate an understanding of the importance of implementing Islamic sharia as a whole. By increasing public awareness of Islamic law through various media, this institution contributes to creating a society that better understands and appreciates sharia values in daily life (Persada et al., 2025; Halim & Sukor, 2025; Sukmaningrum et al., 2023).

Although the implementation of Islamic Sharia in Aceh, particularly supported by higher education institutions like UIN Ar-Raniry, has been widely discussed in terms of its legal basis, institutional structures (like the Islamic Sharia Office and Sharia Court), and its educational role, there is a noticeable gap in research focusing specifically on the effectiveness of the communication strategies employed by UIN Ar-Raniry to strengthen Sharia. Existing literature generally acknowledges the institution's significant contribution to Sharia implementation through education and curriculum development but often lacks a detailed exploration and systematic evaluation of how these educational efforts

and community involvement programs are communicated to various audiences, and what impact these specific communication techniques traditional versus modern have on public understanding and acceptance of Sharia principles. Therefore, a focused study on the application of communication theory (such as Lasswell's model) within UIN Ar-Raniry's context is necessary to fill this gap and provide actionable insights.

Since the start of the implementation of Islamic Sharia in 2002, UIN Ar-Raniry has made significant contributions in the form of ideas, ideas, and human resources to support the progress of the implementation of Islamic Sharia in Aceh. This effort aims to disseminate accurate information about religion and improve the quality of life of the people of Aceh. Therefore, the participation of all elements, including academics, scholars, and regional leaders, is very necessary so that the implementation of Islamic sharia can run in accordance with the expectations of the people of Aceh. Getting stakeholders to take part in this effort is not without challenge. Although UIN Ar-Raniry has been preaching about Islamic sharia for some time, its success is unknown or make known. Thus, this study aims to explore how UIN Ar-Raniry strategize its efforts and faces challenges in communicating and strengthening Islamic sharia in the Aceh region. Also, it is the aim of this study to provide recommendation to other stakeholders so that the implementation of Islamic sharia in Aceh can run more optimally.

RESEARCH METHOD

This study adopts a case study approach using. The selection of the qualitative approach is based on the research objective that wants to deepen the understanding of how effective communication strategies can strengthen the application of Islamic sharia in the UIN Ar-Raniry environment (Creswell, 2019). The design of the case study is seen as appropriate because it provides an opportunity for researchers to explore the phenomenon that occurs in its original context, namely on the UIN Ar-Raniry campus, as well as to explore various perspectives from the participants regarding the communication strategies applied (Rachman, 2024). This approach was chosen to comprehensively understand how effective communication strategies can contribute to strengthening Islamic sharia at UIN Ar-Raniry. Through case studies, researchers can observe and analyze the real context on campus, as well as gain diverse

insights from participants regarding the implementation of existing communication strategies (Nazir, 1999, p. 63). This research was carried out at the State Islamic University (UIN) Ar-Raniry located in Banda Aceh. The subjects studied include lecturers, students, and staff working in the field of religion and communication at the institution as many as eight people. They are labelled as R1—R8. The selection of the subjects of this research is based on their active role in the process of spreading and implementing Islamic sharia in the campus environment (Masyhuri & Zainuddin, 2017).

Data collection is carried out using several different methods. In-depth interviews are one of the techniques applied to obtain a more comprehensive insight into the participants' experiences, views, and understanding related to communication strategies in strengthening Islamic sharia. This interview process is semi-structured, which provides flexibility for researchers to ask open-ended questions and adjust the direction of the conversation based on the responses provided by the participants. Participatory observation is also an important method in data collection. In this case, the researcher made direct observations of various activities related to the strengthening of Islamic sharia, such as studies, seminars, and other religious activities at UIN Ar-Raniry (Ivankova et al., 2020). Through this observation, the researcher can capture the communication practices applied as well as the audience's reaction to the activity. Documentation is also used to collect data, which involves analyzing official documents on campus. The documents include policies, training modules, and communication campaign materials designed to disseminate Islamic values. In this way, researchers can obtain more in-depth information about socialization efforts carried out in the context of Islamic sharia (Fiantika, 2022). The data analysis process is carried out by applying content analysis techniques, which involve several important stages. First, the data obtained through interviews, observations, and documentation will undergo a reduction process, where information relevant to the focus of the research will be filtered and summarized. This step aims to ensure that only significant data will be considered in further analysis. After the reduction stage, the filtered data will be presented in the form of a descriptive narrative. This presentation aims to provide a deeper understanding of the communication patterns identified in the research. In this way, the reader can get a clear and comprehensive picture of the communication dynamics that occur in the context being studied (Leavy, 2017). This research not

only provides insight into communication, but also its contribution to sharia values in the context of higher education (B. Milees et al., 2017).

RESEARCH FINDING AND DISCUSSION

Finding

This study aims to analyze the communication approach applied in strengthening the implementation of Islamic Sharia in the academic context, with UIN Ar-Raniry as the main object of study. The main focus is to understand how these strategies can contribute to the strengthening of Islamic values in the learning process and social interaction on campus. Elaboration of findings can be categorized as below:

The Use of Digital Media as a Means of Da'wah and Education.

UIN Ar-Raniry proactively utilizes various digital media, such as social media (Bustami et al., 2024), official websites, and online learning platforms, to disseminate Islamic and Sharia values. Through these channels, the institution seeks to reach the wider community with relevant and useful information. The material presented includes various studies on Islam, fatwas from scholars, and guidelines on worship practices in accordance with Sharia principles. With this approach, UIN Ar-Raniry not only functions as an educational institution, but also as a credible source of information for Muslims. The use of digital media is expected to increase public understanding of Islamic and Sharia teachings, as well as encourage better worship practices. Thus, UIN Ar-Raniry contributes to the development of religious knowledge and awareness in the current digital era.

Interpersonal Communication Approach in Islamic Education.

Interpersonal communication between lecturers and students plays a crucial role in strengthening Islamic Sharia (Aeni, 2024; Bustami, Arifin, et al., 2025). Through direct interaction, students can deepen and understand the values contained in Sharia, so that they can apply it in their daily lives. Effective interaction between lecturers and students not only improves academic understanding, but also helps students to internalize Sharia principles. Thus, the learning process becomes more meaningful and relevant to their lives, which in turn can strengthen their commitment to the teachings of Islam. It is important for lecturers to create an open and supportive communication environment,

where students feel comfortable asking questions and discussing. This will encourage students to be more active in understanding and applying Sharia values in the context of their daily lives.

The Role of Ulama and Academics in Disseminating Sharia Values.

Cooperation between religious leaders and scientists is a key element in expanding the understanding of Sharia that is relevant to the modern context (Masril, 2018). Through various academic forums, seminars, and Islamic studies that are held regularly, this effort aims to create a deeper and more comprehensive understanding. In the era of globalization and rapid social change, it is important for scholars and academics to synergize in conveying Sharia teachings. Structured discussion and research activities not only enrich insights, but also help answer the challenges facing society today. By integrating religious and scientific perspectives, this collaboration is expected to produce innovative and relevant solutions. This will support the creation of a society that better understands and applies Sharia values in daily life, in line with the dynamics of the times that continue to develop.

Communication Strategies Implemented by UIN Ar-Raniry

Interpersonal communication, student guidance programs, academic consultations based on Islamic values, and regular dialogues between lecturers and students play a crucial role in creating an academic ecosystem that supports the strengthening of Islamic sharia principles. At Ar-Raniry State Islamic University, the implementation of an effective communication strategy is the foundation to align the institution's vision with efforts to strengthen the implementation of Islamic sharia in the campus environment. In this case, the importance of good interaction between all parties in the academic environment cannot be ignored, because it contributes to the development of deeper sharia values. Through structured programs and open dialogue, UIN Ar-Raniry is committed to creating a conducive atmosphere for students and lecturers in implementing Islamic sharia principles consistently in daily life on campus. The strategies are:

1. Interpersonal Communication: Interpersonal communication refers to direct interaction that involves the exchange of information between individuals (Rakhmat, 2007). According to R1 the communication plays a role as the

main means of conveying Islamic values personally. In this context, there are several important elements that must be considered, such as the clarity of the message that must be in accordance with Islamic sharia principles and relevant to the needs of students. In addition, empathy and openness in interpersonal communication are essential for building an atmosphere of mutual trust. The application of Islamic manners in communication, such as speaking politely and avoiding hurtful actions, also contributes to the effectiveness of message delivery. Thus, good communication not only prioritizes the content of the message, but also the way it is delivered in accordance with Islamic values.

2. Student Mentoring Program: Mentoring programs for students serve as a tool for continuous development (Siregar & Dkk, 2021). In the mentoring process, students receive guidance both in academic and spiritual aspects, stated R2. The role of mentors is very important in helping students relate the knowledge they have gained with applicable sharia principles. Apart from that, this program also contributes to the formation of Islamic character. The interaction that occurs between mentors and mentees allows the transfer of Islamic values through practical experience. To achieve optimal results, mentoring must be carried out with a systematic approach, including the use of sharia-based modules and strengthening the emotional relationship between mentors and students.

3. Islamic Value-Based Academic Consultation: Academic advising serves as a means to support students in overcoming various challenges faced in the academic world, as well as strengthening their spiritual dimension (Nurfadila et al., 2024). A similar view was also conveyed by R3 that in this context the principles of consultation based on Islamic teachings become very relevant. One important aspect is the use of the Qur'an and Hadith as guidelines, which provide direction and solutions in accordance with Islamic values. In addition to the approach, Islamic advice also plays an important role in helping students realize the importance of balance between worldly knowledge and the afterlife. In the implementation of consultations, ethics are crucial; Lecturers who act as consultants are expected to maintain information confidentiality and be fair in providing guidance. Thus, academic advising focuses not only on the academic aspect, but also on the spiritual development of students.

4. Routine Dialogue between Lecturers and Students: Regular dialogue serves as a two-way communication medium that includes open discussion on a variety of issues related to academics and spirituality (Firdausi & Malayati, 2023). The opinion expressed by R4 to the author the success of this dialogue is greatly influenced by several factors, including the relevance of the topics discussed. Discussions that include academic, social, and religious aspects can make a significant contribution to student development. The active involvement of students in dialogue is also an important key in increasing their understanding and participation in strengthening sharia. A thoughtful approach to the delivery of the material, adapted to the context of student life, will strengthen the acceptance of the message conveyed. Thus, effective dialogue can create a more inclusive and meaningful learning environment.

5. Organizational Communication: Communication in an organization is an important factor that affects the success of the management of educational institutions (CHampoux, 2017; Kholil & Syukur, 2024), including in Islamic universities such as UIN Ar-Raniry. The argument put forward by R5 is that organizational communication includes synergy between leaders, lecturers, students, and educational staff to convey the vision, mission, and strategic goals that have been set by the institution. At UIN Ar-Raniry, effective communication plays a role in strengthening the application of Islamic sharia values. This can be realized through the consistent delivery of information, the use of internal communication media such as campus newsletters and digital platforms, as well as a persuasive approach that aims to increase the understanding and implementation of Islamic values in daily life in the campus environment.

6. Integrated Curriculum Development: Integrated curriculum development is one of the crucial strategies in internalizing Islamic values in the educational environment (Saputra & Wahid, 2023). The response presented R6 UIN Ar-Raniry can apply an approach that combines general science with Islamic sharia principles. For example, in the teaching of science, elements of Islamic ethics can be incorporated to create a comprehensive understanding of the interaction between science and religious teachings. With an integrated curriculum, students can not only achieve high academic achievement, but also be equipped with a solid moral foundation. This approach contributes to the sustainable strengthening of Islamic sharia in the campus

environment, thus creating individuals who are not only intellectually intelligent, but also have a strong commitment to religious values.

7. Islamic Character Development Program: The Islamic character development program at UIN Ar-Raniry is designed to create a generation with good morals and high dedication to the principles of Islamic teachings (Asari, 2018). The opinion conveyed by R7 in the implementation of this program includes various activities, such as intensive training which can be in the form of halaqah or Islamic guidance, as well as Islamic studies that are carried out regularly. In addition, the application of the Islamic code of ethics in the campus environment is also an important part of this program. Through a structured approach in fostering Islamic character, students are expected to be able to internalize fundamental values such as honesty, discipline, and responsibility. Thus, each individual will be able to apply these principles in various aspects of daily life, thereby creating a better environment and in accordance with the teachings of Islam.

8. Sharia-Based Extracurricular Activities: Extracurricular activities based on sharia have an important role in optimizing student potential and strengthening the practice of Islamic teachings (Lubis, 2021). Based on the nasrasi delivered by R8 various activities that can be participated include communities that love the Qur'an, art groups that display nasyid and calligraphy, debate competitions with Islamic themes, and social programs that focus on da'wah. Through participation in these activities, students not only gain valuable experience, but also contribute to expanding the application of Islamic values in society. Thus, these extracurricular activities are an effective means to instill and disseminate Islamic teachings in a wider context.

9. Utilization of Digital Media: The advancement of digital technology has resulted in profound changes in various areas of life (Bustami et al., 2024), R1, UIN Ar-Raniry as a higher education institution that focuses on Islamic studies, has an important position in utilizing digital platforms to strengthen the understanding and application of Islamic sharia. The transformation produced by digital technology not only affects the way people learn, but also the way Islamic teachings are conveyed and understood. In this context, UIN Ar-Raniry is committed to optimizing the use of digital media as a

means to increase public knowledge and awareness of Islamic sharia principles.

10. Integrated Academic Portal of Islamic Values: Academic portals have an important role as a source of information and services related to academic activities (Silviana et al., 2022). A similar view was also conveyed another respondent by integrating Islamic values in its design, such as the provision of Islamic study materials, prayer schedules, and moral messages in accordance with Islamic teachings, this portal not only functions as an educational tool but also as a means to spread da'wah. The existence of features such as discussion forums that focus on Islamic themes can strengthen constructive interaction between students and lecturers. This creates an academic environment that not only supports learning, but also deepens the understanding and practice of Islamic values in daily life.

11. Campus Social Media: Social media in the campus environment has a significant function in connecting students, lecturers, and the general public (Al-Faid & Lismawati, 2024). The opinion expressed by R2 through published content, such as quotes from the Qur'an, hadiths, and invitations to participate in religious activities, this platform can strengthen public awareness and participation in understanding and applying Islamic sharia principles. Campuses can also utilize social media as a means to provide thoughtful responses to current issues related to Islam. In this way, social media not only serves as a means of communication, but also as a medium to educate and educate the public about Islamic values in a broader context.

12. Islamic Learning Mobile Application: The creation of a mobile-based Islamic learning application makes it easy for students and the community to acquire knowledge about Islam flexibly, both in terms of time and location (Kirana et al., 2024). The argument presented by R3, with features such as Qur'an interpretation, video lectures, interactive quizzes, and discussion forums, this application has the potential to deepen understanding and increase love for Islamic teachings. This application not only serves as a source of information, but also as an interactive platform that encourages users to be actively involved in the learning process. Thus, the development of a mobile-based Islamic learning application is a strategic step in disseminating Islamic knowledge and values in today's digital era.

The Impact of UIN Ar-Raniry's Communication Strategy in Strengthening Islamic Sharia

This study revealed a significant increase in three key aspects, namely understanding of sharia values among students, involvement in religious activities on campus, and the application of Islamic values in the academic context. These three indicators show the effectiveness of communication strategies that have been implemented to strengthen the understanding of Islamic sharia, especially at the State Islamic University of Ar-Raniry. These findings confirm that efforts to increase awareness and practice of sharia values among students have yielded positive results (Firmansyah, 2023). With the increasing participation in religious activities and the application of Islamic values in academic life, it can be concluded that the strategies implemented have been successful in strengthening the practice of Islamic sharia in the campus environment.

1. Understanding Sharia Values Among Students: The increased understanding of sharia values reflects that students now have wider access to education and information related to Islamic sharia (Pantouw & Kurnia, 2022). One of the key elements in this achievement is the implementation of effective communication strategies, including the use of digital media, the organization of seminars, and discussion forums. Activities such as "Islamic Studies Week" and intensive training on sharia have succeeded in attracting students' interest and at the same time raising their awareness of the importance of sharia values in their daily lives. With these programs, students not only gain theoretical knowledge, but also practical experience that can be applied in the context of their lives. This shows that innovative approaches in information delivery can contribute significantly to the understanding and application of sharia values, so that students can be better prepared to face challenges in an increasingly complex society.

2. Participation in Campus Religious Activities: Student involvement in religious activities on campus shows a positive trend (Kasir & Awali, 2024). This increase is greatly influenced by an inclusive and community-oriented communication approach. For example, UIN Ar-Raniry has implemented a more interactive delivery method, where students are actively involved in the design and management of religious programs, such as routine recitation, halaqah, and thematic studies. This approach not only contributes

to increased participation, but also builds a sense of ownership among students towards the religious activities held. With a more participatory strategy, students feel more connected and contribute to religious activities on campus. This creates a more dynamic and collaborative atmosphere, where each individual feels valued and has an important role in every program implemented. Through direct involvement in planning and implementation, students are not only participants, but also agents of change who are active in enriching the religious experience in the campus environment.

3. Implementation of Islamic Values in Academic Life: The application of Islamic values in the academic context can be seen through various dimensions, including the integration of Islamic principles into the curriculum, the development of an Islamic work ethic among lecturers and students, and the increase in awareness of Islamic ethical values (Nuryadin, 2017). Success in this regard is highly dependent on continuous communication and a change in academic culture based on sharia principles. In this case, the role of university leaders, teachers, and student organizations is very crucial to disseminate and internalize these values. With strong support from all parties, it is hoped that Islamic values can be implemented effectively in academic life, thereby creating a more ethical and integrity environment.

Implications for the Success of UIN Ar-Raniry's Communication Strategy

Efficient communication strategies at UIN Ar-Raniry play an important role in strengthening Islamic sharia values (Murdianto, 2023). This achievement is carried out by integrating sharia principles into every dimension of communication, from interpersonal interaction to existing guidance programs. Strengthening the emotional and spiritual relationship between lecturers and students is the key in creating interactions based on trust and alignment of values. Through regular dialogue, students feel more involved and have a contribution to building an Islamic atmosphere in the campus environment.

In the context of strengthening Islamic sharia at UIN Ar-Raniry, there are several important elements that are interconnected, namely organizational communication, integrated curriculum development, Islamic character development programs, and extracurricular activities based on sharia (Nurhayati

et al., 2023). Each of these elements contributes significantly to creating an academic environment that supports the overall application of Islamic values. An effective communication strategy plays a crucial role as a link between these various elements, ensuring that all aspects function harmoniously in order to reinforce Islamic values. Thus, good communication not only increases collaboration between elements, but also strengthens the commitment of the entire academic community to the sharia principles carried out by the institution.

In the context of strengthening Islamic sharia at UIN Ar-Raniry, digital media, academic portals that integrate Islamic values, campus social media platforms, and mobile applications for Islamic learning function as strategic tools (Arifin, 2024). The success of implementing this communication strategy is largely determined by how relevant the content presented, the collaboration that is established, innovation in the use of technology, and continuous evaluation. By implementing this approach, UIN Ar-Raniry has the potential to become a good example in the use of digital technology as a means to strengthen Islamic sharia. Through this effort, it is hoped that the institution can increase the effectiveness of conveying Islamic values to the wider community, as well as strengthen its academic and social position in the context of higher education.

The success in implementing communication strategies to strengthen Islamic sharia at UIN Ar-Raniry can be seen from the increasing understanding of sharia values (Firmansyah, 2023), high participation in various religious activities, as well as the application of Islamic principles in the academic context. Some of the factors that contributed to this achievement include the use of technology, active involvement from the community, and ongoing evaluation. This increase in understanding and participation shows that the communication strategies implemented are not only effective, but also relevant to the needs of the academic community. By involving various elements, including technology and community, UIN Ar-Raniry has succeeded in creating an environment that supports the implementation of Islamic values in the daily lives of students and the academic community.

Discussion

The findings of this study indicate that to strengthen Islamic Sharia at UIN Ar-Raniry, the implementation of effective communication strategies is needed. The strategy includes various approaches, including digital,

interpersonal, academic, and policies taken by institutions. The digital approach is one of the important aspects in disseminating the understanding of Islamic Sharia, where information technology can be used to reach a wider audience. In addition, interpersonal interaction also plays a significant role in building a closer relationship between teachers and students, so that the understanding of Islamic Sharia can be deeper. In addition, a systematic academic approach and supportive institutional policies are needed to create an environment conducive to the development of Islamic Sharia. By integrating these various strategies, it is hoped that UIN Ar-Raniry can become a center for the development of Sharia science that is more influential and relevant.

The Effectiveness of Digital Media in Islamic Da'wah

Digital media has opened up greater opportunities for students and the community to deepen their understanding of Islamic Sharia. With the existence of a digital platform, information about Sharia aspects can be accessed more easily and quickly. However, despite this increased accessibility, there are significant challenges to be faced. One of the main challenges is the existence of hoaxes and unverified information, which can mislead the public understanding of Islamic Sharia. This inaccurate information can spread quickly through social media and other digital platforms, requiring serious attention from all parties. Therefore, it is important to develop an effective strategy in dealing with this problem. Stricter content moderation policies are one of the solutions that need to be considered to overcome these challenges. With clear and firm regulations, it is hoped that information circulating in digital media can be more guaranteed to be true. This will not only improve people's understanding of Islamic Sharia, but also protect them from the negative impact of misinformation.

Interpersonal Communication and Its Influence on Sharia Understanding

The participation of lecturers and academics in the student guidance process plays an important role in improving understanding and application of Islamic Sharia principles. Research shows that students who receive direct direction from reputable academics tend to be better able to implement Islamic teachings effectively. The active involvement of teachers in accompanying students not only strengthens theoretical knowledge, but also provides the practical context needed to understand Islamic Sharia. With the right guidance, students can more easily internalize Islamic values and apply them in their daily

lives. It is important for educational institutions to encourage collaboration between lecturers and students in the learning process. Through constructive interaction, students can develop a deeper understanding of Islamic teachings, which in turn will contribute to the better implementation of Sharia in society.

Synergy between Ulama and Academics

Cooperation between scholars and academics plays an important role in creating Islamic thought that is relevant to the conditions and challenges faced by society today. Through scientific dialogue and the preparation of academic-based fatwas, they can provide more appropriate and contextual solutions to issues that arise in daily life. The discussion involving both parties not only enriched insights, but also strengthened the understanding of Sharia principles in the modern context. Thus, this collaboration is a means to bridge between religious traditions and the needs of the community that continue to grow. This activity also encourages innovation in problem-solving approaches, so that it can produce recommendations that are more applicable and in accordance with social reality. Thus, the synergy between scholars and academics is expected to make a significant contribution to the development of dynamic and responsive Islamic thought.

Communication Strategies Implemented by UIN Ar-Raniry

UIN Ar-Raniry, as an Islamic higher education institution, has implemented various communication strategies to strengthen its role in promoting Islamic values and Sharia principles. These strategies include traditional and digital communication channels designed to effectively reach students, faculty, and the wider community. Some of the key strategies implemented include engagement with the media and digital communication. In terms of public relations and media involvement, UIN Ar-Raniry actively interacts with local and national media to disseminate information about its programs, policies, and achievements. Through press releases, media interviews, and news articles, the university seeks to build a positive image in the eyes of the public. This activity is important to increase the visibility and reputation of the institution among the community. In addition, the use of social media platforms, official websites, and online forums has improved communication with stakeholders. By leveraging platforms such as Facebook, Instagram, and

YouTube, the university can effectively share religious teachings, academic activities, and community service programs. Direct involvement through meetings, seminars, and discussions also strengthens the university's role as a center of Islamic thought, as well as establishing closer relationships with the community through service programs held.

The Impact of UIN Ar-Raniry's Communication Strategy in Strengthening Islamic Sharia

The implementation of effective communication strategies has had a significant impact on the strengthening of Islamic Sharia in the university environment and the wider community. One of the most striking impacts is the increase in public awareness and understanding of Islamic principles. Through various communication channels, UIN Ar-Raniry has succeeded in educating students and the community, so that they can better understand and comply with Sharia. The strategic dissemination of Islamic teachings has strengthened the religious identity of students and lecturers, as well as encouraged the creation of a culture of Islamic values within the university. This shows that good communication not only functions as an information tool, but also as a means to build character and identity in accordance with Islamic teachings. Support for policy implementation is also one of the positive results of effective communication. With clear and open communication, the implementation of policies related to Islamic Sharia can run smoothly, so that students and lecturers can accept and comply with the policy. In addition, UIN Ar-Raniry's communication efforts in promoting dialogue and mutual understanding have contributed to social harmony, especially in areas that face the challenges of modern society related to Islamic values.

Implications for the Success of UIN Ar-Raniry's Communication Strategy

The success of UIN Ar-Raniry's communication strategy provides several implications for improvement and sustainability in the future. First, the importance of adopting more sophisticated digital tools has become very clear. By continuing to adapt to new communication technologies, such as artificial intelligence and interactive platforms, efforts to reach a wider audience can be significantly improved. This will not only expand the reach of information, but also increase interaction with the community. Second, collaboration with external

institutions, such as other universities, religious organizations, and the media, can strengthen the spread of Islamic teachings. Through this partnership, the effectiveness of communication can be improved, so that the messages conveyed can be more accepted and understood by the community. In addition, it is important to measure the impact and effectiveness of the communication strategies implemented, as well as provide training and capacity building for lecturers and students so that their communication skills can convey Islamic values clearly and persuasively.

CONCLUSION

Based on the analysis and discussion that has been carried out, it can be concluded that to strengthen Islamic Sharia at UIN Ar-Raniry, an effective communication strategy is needed. The strategy includes the use of digital media, a good interpersonal approach, the integration of Sharia values in the educational curriculum, and support from relevant academic policies. Through the implementation of this strategy, students' understanding of Islamic Sharia can be improved, as well as encourage them to actively participate in spreading Islamic values in the community. To ensure the sustainability and effectiveness of the strategies that have been implemented, it is important to increase capacity in digital communication, as well as create closer synergy between scholars and academics. In addition, periodic evaluations of the policies that have been implemented are also very necessary. These measures will help ensure that UIN Ar-Raniry remains relevant and responsive to the challenges faced in the modern era, while still adhering to fundamental Sharia principles. UIN Ar-Raniry is expected to continue to function as an Islamic education center that not only educates students, but also contributes to the development of society based on Sharia values. Through a planned and integrated communication strategy, it is hoped that an academic environment will be created that supports the strengthening of Islamic Sharia and expands its reach of influence in the wider community.

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