

ABSTRACT



ISLAMIC COMMUNICATION STRATEGY IN RELIGIOUS PROMOTION IN ANAK DALAM TRIBE BUKIT DUO BELAS AEK HITAM VILLAGE PAUH SAROLANGUN REGENCY JAMBI PROVINCE

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The aims of this research are: 1. To analyze the Islamic communication strategy in religious promotion in Anak Dalam Tribe Bukit Duo Belas Aek Hitam Village Pauh, Sarolangun Regency Jambi Province, 2. to analyze the Islamic communication strategy in religious promotion in that Tribe, 3. to analyze the results of Islamic communication strategy in religious promotion in that Tribe.

This research takes field research with qualitative method. Describing the data of research from observations and interviews with research informants. The research informants are the coach or who provide religion coaching in Anak Dalam Tribe Bukit Duo Belas Aek Hitam Village Pauh, Sarolangun Regency Jambi Province that amounted to 6 informants. They are *Da'i* who served in the local village, the Tribal's Chief or their King (Temenggung) who had already Muslim, and then the numbers of figures or leaders of local communities who live in neighbor Tribal area, then some of ethnic Anak Dalam Tribe and observers in Sarolangun Regency. To collect the data was used observation and interviews, the techniques and data validity checking describing by descriptive and triangulation.

Based on observations, the role of coaches who promote Islamic religious showed or produced significant results in Anak Dalam Tribe, the evidence of that we can see that many of them embraced Islam as new belief and left animism as their earlier belief. In addition, because of that, they received special attention from the government, and the most impressive thing is they could and brought a better life than before for their families and descendants and lived peacefully and harmony with the environment and local communities.