

ABSTRAK

Ayu Siti Sofiyah. 2022.01.010. 2026. *Pengaruh Konten Reels Keislaman Di Instagram Terhadap Peningkatan Nilai-Nilai Akhlak Anggota Ikatan Remaja Masjid (IRMA)(Penelitian Di Sekolah Menengah Kejuruan Negeri 6 Garut).*

Penelitian ini dilatarbelakangi oleh permasalahan bahwa nilai-nilai akhlak anggota Ikatan Remaja Masjid (IRMA) di SMKN 6 Garut belum terinternalisasi secara optimal, terutama nilai syukur, tawakkal, ikhlas, dan sabar. Di sisi lain, anggota IRMA menunjukkan intensitas tinggi dalam mengakses konten *reels* keislaman di Instagram, dan menyatakan kesadaran akan perlunya peningkatan nilai-nilai akhlak tersebut.

Penelitian ini bertujuan untuk : (1) mengetahui tingkat intensitas anggota IRMA dalam mengakses dan menonton konten *reels* keislaman di Instagram; (2) mengetahui penerapan nilai-nilai akhlak (syukur, tawakal, ikhlas, dan sabar) pada anggota IRMA; dan (3) menganalisis pengaruh konten reels keislaman terhadap peningkatan nilai-nilai akhlak anggota IRMA.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan *ex post facto*. Populasi penelitian adalah seluruh anggota aktif IRMA SMKN 6 Garut yang berjumlah 74 orang, dengan teknik total sampling (*sensus*), Teknik pengumpulan data menggunakan angket/kuesioner, observasi, wawancara, dan dokumentasi. Instrumen penelitian diuji validitas dan reliabilitasnya. Teknik analisis data meliputi statistik deskriptif dan statistik inferensial (regresi linear sederhana, uji t parsial, dan koefisien determinasi).

Hasil penelitian menunjukkan : (1) tingkat intensitas anggota IRMA dalam mengakses dan menonton konten *reels* keislaman berada pada kategori “Tinggi” dengan rata-rata skor 3,18; (2) penerapan nilai-nilai akhlak anggota IRMA berada pada kategori “Sangat Tinggi” dengan rata-rata skor 3,40, dimana nilai syukur menempati posisi tertinggi (3,52) dan sabar terendah (3,17); (3) terdapat pengaruh positif dan signifikan antara konten *reels* keislaman terhadap peningkatan nilai-nilai akhlak anggota IRMA dengan nilai signifikansi $< 0,001$, t hitung (5,164) $> t$ tabel (1,666), dan koefisien determinasi (R^2) sebesar 0,270 (27%), sedangkan sisanya 73% dipengaruhi oleh faktor lain. Penelitian ini mengonfirmasi *Teori Uses and Gratifications* bahwa anggota IRMA secara aktif menggunakan konten reels keislaman untuk memenuhi kebutuhan kognitif, afektif, dan integrasi sosial. Selain itu, Teori *Stimulus- Organisme-Response* (SOR) menjelaskan bahwa konten reels keislaman sebagai stimulus mampu memicu proses internal (*organisme*) yang berujung pada perubahan perilaku akhlak (*response*). Kesimpulannya, konten *reels* keislaman di Instagram terbukti memberikan kontribusi berarti terhadap peningkatan nilai-nilai akhlak anggota IRMA, meskipun faktor lain seperti lingkungan keluarga, pendidikan agama di sekolah, dan keteladanan masih dominan.

Kata Kunci : Konten *Reels* Keislaman, Nilai-nilai Akhlak, Ikatan Remaja Masjid (IRMA), Instagram, Syukur, Tawakal, Ikhlas, Sabar.

ABSTRACT

Ayu Siti Sofiyah. 2022.01.010. 2026. *The Influence of Islamic Reels Content on Instagram on the Improvement of Moral Values of Members of the Mosque Youth Association (IRMA) (Research at SMK Negeri 6 Garut).*

This research is motivated by the problem that the moral values (akhlak) of the members of the Mosque Youth Association (IRMA) at SMKN 6 Garut have not been optimally internalized, particularly the values of gratitude (syukur), tawakkal (reliance on God), sincerity (ikhlas), and patience (sabar). On the other hand, IRMA members show a high intensity in accessing Islamic reels content on Instagram and express an awareness of the need to improve these moral values.

This study aims to: (1) determine the level of intensity of IRMA members in accessing and watching Islamic Reels content on Instagram; (2) determine the application of moral values (gratitude, trust in Allah, sincerity, and patience) among IRMA members; and (3) analyze the influence of Islamic Reels content on the improvement of moral values of IRMA members.

This research uses a quantitative approach with descriptive and *ex post facto* methods. The research population is all active members of IRMA SMKN 6 Garut, totaling 74 people, with total sampling technique (census). Data collection techniques used questionnaires, observation, interviews, and documentation. The research instrument was tested for validity and reliability. Data analysis techniques include descriptive statistics and inferential statistics (simple linear regression, partial t-test, and coefficient of determination).

The results show: (1) the intensity level of IRMA members in accessing Islamic Reels content is in the "High" category with an average score of 3.18; (2) the application of moral values of IRMA members is in the "Very High" category with an average score of 3.40, where gratitude occupies the highest position (3.52) and patience the lowest (3.17); (3) there is a positive and significant influence between Islamic Reels content and the improvement of moral values of IRMA members with a significance value of < 0.001 , $t_{\text{count}} (5.164) > t_{\text{table}} (1.666)$, and a coefficient of determination (R^2) of 0.270 (27%), while the remaining 73% is influenced by other factors.

This research confirms the Uses and Gratifications Theory that IRMA members actively use Islamic Reels content to fulfill cognitive, affective, and social integration needs. In addition, the Stimulus-Organism-Response (SOR) Theory explains that Islamic Reels content as a stimulus can trigger internal processes (organism) that lead to changes in moral behavior (response). In conclusion, Islamic Reels content on Instagram has been proven to make a significant contribution to improving the moral values of IRMA members, although other factors such as family environment, religious education at school, and role modeling remain more dominant.

Keywords: Islamic Reels Content, Moral Values, Mosque Youth Association (IRMA), Instagram, Gratitude, Trust in Allah, Sincerity, Patience.