

## ABSTRAK

Kemajuan kegiatan Dakwah dewasa ini sejalan bersamaan dengan kemajuan teknologi informasi. Saat ini berbagai aplikasi *online* sebagai media jejaring sosial telah menjamur. Salah satunya aplikasi Line yang dianggap menjadi salah satu media jejaring sosial dengan pengguna sangat banyak. Aplikasi tersebut memberikan layanan akun resmi (*official account*) dari segala aspek. Akun-akun dakwahpun juga banyak ditemukan. Penyampaian nilai-nilai Islam dengan metode seperti ini sangat diminati.

Penelitian ini membahas tentang hubungan antara intensitas penggunaan akun bernuansa Islami pada aplikasi Line dengan sikap beragama mahasiswa Unisba dengan menggunakan metode kuantitatif deskriptif.

Temuan penelitian ini adalah ada hubungan positif antara durasi dan frekuensi penggunaan akun bernuansa Islami dengan sikap beragama mahasiswa dengan skor korelasi yaitu 0,592, artinya hubungan dua variabel sedang. Dan ada hubungan signifikan antara isi pesan akun bernuansa Islami dengan sikap mahasiswa Unisba dengan  $rs=0,546^{**}$ , artinya hubungan dua variabel sedang. Semakin meningkat intensitas penggunaan akun bernuansa Islami maka semakin meningkat pula sikap beragama mahasiswa dan sebaliknya.

Kata kunci : Internet, Media Sosial, Sikap Beragama.

## **ABSTRACT**

*Today, Da'wah activities has advanced with the information technology. Various online applications as a medium of social networking are so easy to be downloaded. Line is the one of these applications that considered having a number of the users. This app provides to create official account for many aspects, includes official account based on Islamic content. Transferring Islamic values by this method is very attractive. It can be seen that a number of students in Unisba are active followers of this official account. They can share any account information or just read it. Unfortunately, they haven't enthusiastic about religious activities. It can be seen when Adzan Zuhur was sounded or LDK held study about Islamic subject.*

*This study discusses about the correlation between the intensity of using Islamic account on Line app and religious attitude students of Unisba. It used descriptive quantitative method.*

*The result of this study is a positive correlation between the intensity of using Islamic account with religious attitude of students with a score of correlation is 0,592, it means that correlation of the two variables is in medium intensity. And there is a significant correlation between the content of the message with the religious attitude of Unisba students with a score of correlation is 0.546 \*\*, it means that correlation between the two variables is also medium intensity. The religious attitude of students will increase when the intensity of using Islamic accounts did.*

*Keywords: Internet, Social Media, Religious Attitude.*

ملخص البحث