



The Effect of Media Exposure on the Instagram Account @Ruangnderes on Interest in Muroja'ah Al-Qur'an Students at Tahfidzul Qur'an Al-Hasan Pondok Ponorogo

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ABSTRAK

Media sosial makin diminati berbagai kalangan masyarakat luas. Hal ini dapat dilihat dari pengguna media sosial yang kian hari kian bertambah. Salah satu media sosial yang mengalami perkembangan dengan cepat adalah Instagram. Banyak pengguna Instagram mahasiswa maupun santri penghafal Al-Quran memanfaatkan akun Instagram untuk mendapatkan Informasi seputar dakwah. adalah mengetahui ada atau tidaknya pengaruh terpaan media akun Instagram @ruangnderes terhadap minat muroja'ah Al-Qur'an santri Pondok Pesantren Tahfidzul Qur'an (PPTQ) Al-Hasan Ponorogo. Metode penelitian ini menggunakan penelitian kuantitatif. Teknik pengumpulan data dengan angket. Analisis data yang digunakan adalah uji regresi linier sederhana Hasil analisis data menunjukkan bahwa: terdapat pengaruh terpaan media akun Instagram @ruangnderes terhadap minat muroja'ah Al-Qur'an Pondok pesantren tahfidzul Qur'an (PPTQ) Al-Hasan Ponorogo, dengan analisis tingkat pengaruh terpaan media akun Instagram @ruangnderes pada santri Pondok pesantren tahfidzul Qur'an (PPTQ) Al-Hasan berada presentasi sebesar 76% dan tingkat minat muroja'ah Al-Qur'an pada santri Pondok pesantren tahfidzul Qur'an (PPTQ) Al-Hasan Ponorogo berada pada presentase sebesar 74%, serta hasil $t_{hitung} = 7,882$ dan $t_{tabel} =$ yaitu 1,996. Maka dapat disimpulkan $t_{hitung} > t_{tabel}$. Sehingga hasil penelitian ini menunjukkan terdapat pengaruh yang signifikan antara terpaan media akun Instagram @ruangnderes terhadap minat muroja'ah sebesar 46%..

ABSTRACT

Social media is increasingly in demand by various circles of society. This can be seen from the number of social media users who are increasing day by day. One of the fastest growing social media is Instagram. Many Instagram users, students and students who memorize the Al-Quran, use Instagram accounts to get information about da'wah. is to find out whether or not there is influence of media exposure from the Instagram account @ruangnderes on the interest of muroja'ah Al-Qur'an students at the Tahfidzul Qur'an Islamic Boarding School (PPTQ) Al-Hasan Ponorogo. This research method uses quantitative research. Data collection technique with a questionnaire. The data analysis used is a simple linear regression test. The results of the data analysis show that: there is the influence of media exposure of the Instagram account @ruangnderes on interest in muroja'ah Al-

Qur'an Al-Hasan Ponorogo tahfidzul Qur'an Islamic Boarding School (PPTQ), with an analysis of the level of influence of media exposure of the Instagram account @ruangnderes on Islamic boarding school students tahfidzul Qur'an (PPTQ) Al-Hasan has a presentation of 76% and the level of interest in muroja'ah Al-Qur'an in Islamic boarding school students tahfidzul Qur'an (PPTQ) Al-Hasan Ponorogo is at a percentage of 74%, and results = 7.882 and = that is 1.996. Then it can be concluded $t_{count} > t_{table}$. So the results of this study indicate that there is a significant influence between media exposure to the Instagram account @ruangnderes on muroja'ah interest of 46%. with an analysis of the level of influence of media exposure from the Instagram account @ruangnderes on Al-Hasan Tahfidzul Qur'an Islamic Boarding School students (PPTQ) Al-Hasan has a presentation of 76% and the level of interest in muroja'ah Al-Qur'an among students of Tahfidzul Qur'an Islamic Boarding School (PPTQ) Al-Hasan Ponorogo is at a percentage of 74%, and the results = 7.882 and = 1.996. Then it can be concluded $t_{count} > t_{table}$. So the results of this study indicate that there is a significant influence between media exposure to the Instagram account @ruangnderes on muroja'ah interest of 46%. with an analysis of the level of influence of media exposure from the Instagram account @ruangnderes on Al-Hasan Tahfidzul Qur'an Islamic Boarding School students (PPTQ) Al-Hasan has a presentation of 76% and the level of interest in muroja'ah Al-Qur'an among students of Tahfidzul Qur'an Islamic Boarding School (PPTQ) Al-Hasan Ponorogo is at a percentage of 74%, and the results = 7.882 and = 1.996. Then it can be concluded $t_{count} > t_{table}$. So the results of this study indicate that there is a significant influence between media exposure to the Instagram account @ruangnderes on muroja'ah interest of 46%.

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PENDAHULUAN

Every human being continues to interact with other individuals, this is done by exchanging information, opinions, ideas and attitudes aimed at existing phenomena. These activities make communication an important aspect of life. According to the Book quoted by Pieter, communication is a symbolic transaction or process that requires people to regulate the human environment, through the exchange of information to strengthen the attitudes and behavior of others and to try to change their attitudes and behavior. (Pieter, 2017, p. 5) Messages conveyed to other parties make communication

take various forms, one of which is mass communication. According to Gabner as quoted by Romli, mass communication is the production and distribution based on institutional technology from the flow of messages that are continuous and most widely owned by people in Indonesian society.(Khomsaharial, 2016, p. 2)

This is indicated by the results of a survey from the Association of Indonesian Internet Service Providers (APJII) for the 2021-second quarter/2022 period which noted that the number of Internet users in Indonesia reached 210 million people, an increase of 3.3% compared to 2021. Starting to increase this number, we can see that the community has participated in utilizing the internet as a means of internet-based communication technology on social media.(APII APJII, personal communication, 2022)Instagram is a social media that has many users in Indonesia, with a variety of features it has, Instagram is an attraction for various groups in supporting various fields. As the results of a survey from Social Media In Indonesia- 2023 Stats & Platform Trends, 95% of social media users in Indonesia use WhatsApp, 80% of Facebook, 90% of Instagram, and 55% of Twitter.(Social Media in Indonesia-2023 Stats & Platform Trends, 2023) The results of the survey show that Instagram is in second place as a social media platform used by Indonesians.(Social Media in Indonesia-2023 Stats & Platform Trends, 2023)

Indonesia is one of the countries with the highest number of Instagram users with 89% of Instagrammers aged 18-34 accessing Instagram at least once a week.(List of Contemporary Islamic Research Multicultural Review, 2018, p. 58)Instagram itself is a social media that is used to share photos, reels, stories, and also videos that last 60 minutes on Instagram TV (IGTV) which contain content related to work, education, health, the latest news updates, and also da'wah.

Da'wah according to HM Arifin, M. Ed. defines da'wah as an invitation in the form of oral, written, behavior, and so on which is carried out consciously and planned in an effort to influence others. Through the existence of da'wah content on social media, it can echo topics or discussions related to the Qur'an, Hadith, Morals, Jurisprudence and others. Al-Qur'an is the holy book of Muslims, where in QS Yunus Verse 57 the emphasis is on lessons and also on the process of gaining knowledge. So that from the Al-Qur'an will present generations who have noble character and achievement as a reflection of the Al-Qur'an.(Doli, 2022)

Studying the Qur'an is something that must be done by Muslims. Both regarding the reading or the contents of which can be learned from. Learning the Qur'an also includes reading, writing, and memorizing it. Currently, the number of people who memorize the Al-Qur'an is increasing. Indonesia is one of the countries that has the largest Muslim majority population in the world, this is in accordance with data of 86.7% of the total population of Indonesia. It is known that there are 0.01% of the total 250 million population who recite the Qur'an in Indonesia.(Most Number of Indonesian Quran Memorizers in the World, 2010)Studying the Qur'an is something that must be done by Muslims. Both regarding the reading or the contents of which can be learned from. Learning the Qur'an also includes reading, writing, and memorizing it. Currently, the number of people who memorize the Al-Qur'an is increasing. Indonesia is one of the countries that has the largest Muslim majority population in the world, this is in

accordance with data of 86.7% of the total population of Indonesia.(RISSC: The Largest Indonesian Muslim Population in the World)But ironically, the reality on the ground shows that the number of Muslims in Indonesia who memorize the Qur'an is not proportional to the number of Muslims in it. When calculated mathematically the number of hafidz Al-Qur'an in Indonesia has not reached 1% of the entire community.

The main requirement that must be owned by a memorizer of the Qur'an is already able to read the Qur'an fluently in accordance with the knowledge of tajwid. The law of reading the Qur'an with tajwid is obligatory. Memorizing the Al-Qur'an is better done in an institution that houses lessons in deepening tajwid, good manners in reading the Al-Qur'an, and also musyafahah to Al-Qur'an teachers to maintain the authenticity of the Al-Qur'an that was brought by Rasulullah SAW. Then a teacher can exemplify correct reading by means of talaqqi and students can imitate with predetermined rules.

Al-Hasan Ponorogo Tahfidzul Qur'an Islamic Boarding School (PPTQ) is one of the Qur'an boarding schools in Ponorogo which prioritizes learning the Qur'an, so that the students of Al-Hasan Ponorogo Islamic Boarding School are memorizers of the Qur'an. Inside there is also a Madrasah Diniyah (learning books such as the salaf hut) as a driving force for pondok activities. Every day students at PPTQ Al-Hasan Ponorogo are also required to deposit with the caretakers of the cottage, namely Gus Ihsan Arwani, Ning Wirda Firdaus, and also Ning Ufi Rufaida. For male students, deposits of Al-Qur'an were usually made by Gus Ihsan, while for female students, deposits were made by Ning Ufi and Ning Wirda. There are 2 types of students who deposit, namely bin-nadhior and bil-ghoib.

PPTQ Al-Hasan Ponorogo students have a total of 273 students, the majority (80%) are students, and the minority (20%) are students, workers, or just boarding houses. In the midst of many Islamic boarding schools that do not allow their students to bring electronics such as gadgets, PPTQ Al-Hasan Ponorogo actually allows bringing electronics to all student students or not. However, PPTQ Al-Hasan Ponorogo provides provisions for its students, namely the operation of cellphones and laptops from 07.00 WIB – 17.00 WIB. Its operation may only be carried out in certain rooms and outside the cottage activities.

From the majority of PTTQ Al-Hasan Ponorogo students who are students, of course there are many difficulties experienced by these students. The results of an interview with the Pondok Caretaker on January 18 2023 found that there were these obstacles, including: not being able to divide time effectively, There are similarities in verses that make students doubt and trapped , not repeating verses that have been memorized or not muroja'ah memorization that you already have.(Wahid, 2014)One account that conveys da'wah messages to motivate Al-Qur'an memorizers is Instagram @ruangnderes which has 566,000 followers and 198 posts in April 2022.(MINDERES (@ruangnderes) • Instagram Photos and Videos, tt)The @ruangnderes account can be used as a medium of preaching to invite Al-Qur'an memorizers to prioritize muroja'ah in any activity. The experiences of followers can also be used as encouragement to be strong in facing exams when busy or difficult to take time in the process of memorizing the Qur'an.

Based on observations on January 18, 2023, the Tahfidzul Qur'an Al-Hasan Islamic Boarding School has something unique, namely the busy schedule of Pondok Pesantren gives freedom to students to bring cellphones and laptops. In this study, the authors are interested in examining PPTQ Al-Hasan students who use Instagram media. The results of the initial observations made by the researchers were that Al-Hasan students followed the Instagram account @ruangnderes. This research was conducted from July-December 2022 as a research time limit and to make it easier for researchers to conduct research. Therefore, researchers want to know the effect of media exposure from the Instagram account @ruangnderes on interest in muroja'ah Al-Quran Tahfidzul Qur'an Islamic Boarding School Al-Hasan Ponorogo. For this reason, the researcher is interested in choosing the research title "The Influence of Social Media Exposure on the Instagram Account @ruangnderes on the Interests of Muroja'ah Al-Qur'an Santri Islamic Boarding School Tahfidzul Qur'an Al-Hasan Ponorogo"

METODOLOGI

The survey research method with a quantitative approach was chosen in this study to answer research questions. In preparing the instrument, the variable becomes a reference in making a questionnaire. (Sugiyono, 2019b, p. 42) This research was conducted from July to December 2022 on the Instagram account @ruangnderes. The research location was in PPTQ Al-Hasan with a population of 273 and a sample of 75 which was calculated using the Slovin formula using purposive sampling technique. according to Sugiyono purposive sampling is a sampling technique with certain considerations. (Sugiyono, 2019b, p. 33) Collecting data in this study using observation, questionnaires, and also documentation. The analysis used in this study was by analyzing prerequisite tests including normality tests and linear tests then simple linear regression analysis.

HASIL DAN PEMBAHASAN

Instagram

Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant" like a Polaroid camera which at the time was called an "instant photo". The Instagram feature can also display photos instantly, like a Polaroid in appearance. While "gram" comes from the word telegram 'telegram' which has a way of working by sending messages with other people quickly. According to Atmoko (Atmoko, 2012, p. 128) There are features that have a high enough influence on providing information to the public or those who view Instagram uploads. These features are:

1. Comment column
2. Hastags
3. *Geotagging*/shooting location
4. *followers*
5. *likes*
6. *Caption*

Media Exposure

According to Rosengeren Exposure is a condition where a person is exposed to communication messages contained in a mass media through his sensory organs such as feeling, hearing and sight.(Rachmat, 2012, p. 66)Media exposure can be seen from how much a person gets information through the media either by seeing, hearing and reading messages. From this theory, three aspects of media exposure can be explained, namely:

1. Duration
2. Intensity
3. Frequency

Interest in *Muroja'ah* Al-Qur'an

Interest is defined as a tendency to pay attention and act on people. activity or situation that is the object of that interest accompanied by feelings of pleasure.(Psychology An Introduction to Islamic Perspective, 2004, p. 262)According to Crow and Crow there are three factors that influence the growth of interest:(The Relationship between Learning Motivation and Learning Interest on Student Achievement in Introductory Management Courses (Case Study of Level I Students of EKM A Semester II), 2016)

1. The driving factor from within (The Factor Inner Urge)
2. Motive and Social Factors (The Factor of Social Motive)
3. Emotional Factor (Emotional Factor)

Muroja'ah Derived from the Arabic word filmadzi raja'a which means to repeat.(Bisri et al., 1999, p. 238)Meanwhile, in the Big Arabic-Indonesian Dictionary, the word muroja'ah means to repeat, examine.(Yunus, 1972)So it can be concluded that *muroja'ah* is repeating again. The purpose of *muroja'ah* is to repeat the Qur'an so that by repeating the Koran it will be easy to understand and remember.

There are two variables in this study, namely media exposure and interest in *muroja'ah* Al-Qur'an. Testing the Prerequisites for Simple Linear Regression Analysis as follows:

Normality test

**Table 1. Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		75
Normal Parameters, b	Means	.0000000
	std. Deviation	5.99208179
Most Extreme Differences	absolute	.145
	Positive	.079
	Negative	-.145
Test Statistics		.145
asymp. Sig. (2-tailed)		.001c
Exact Sig. (2-tailed)		.079

Point Probability	.000
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- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.

The normality test aims to determine whether the data that has been collected is normally distributed or not, in order to fulfill the classical assumption requirements about data normality. Criyus and Patel said that the exact p values approach is more ideal for use in the normality test for a small range of data. (R. Mehta & R. Patel, 2010) The basis for decision making is the significance value of the research variable > 0.05 , so it has a normal distribution. Based on the results of the normality test, it is known that the significance value is $0.079 > 0.05$, it can be concluded that the residual value.

Linearity Test

Table 2. Linearity Test of Variable X
ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Interests <i>muroja'ah</i> * Media Exposure	Between Groups	(Combined)	3213678	28	114,774	3,098	.000
		Linearity	2260947	1	2260947	61,026	.000
		Deviation from Linearity	952,732	27	35,286	.952	.544
	Within Groups		1704,242	46	37,049		
	Total		4917920	74			

Linearity test aims to determine whether there is a relationship between the independent variable (Independent) and the dependent variable (Dependent) in a linear or not. Based on the results of testing the variable media exposure (X) with interest in *muroja'ah* Al-Qur'an (Y) it is known that the value of Sig Deviation from Linearity is $0.544 > 0.05$, it can be concluded that there is a linear relationship between media exposure and interest in *Muroja'ah* the Qur'an.

Data Analysis Variable X Variable (Media Exposure @ruangnderes)

The standard deviation is used with the aim of seeing how close the distribution of data is to requiring an average or mean. This data analysis was carried out to determine the level of exposure to Media @ruangnderes on PPTQ Al-Hasan Ponorogo students.

Table 3. Mean and Standard Deviation of Variable X (Media Exposure @ruangnderes)

Descriptive Statistics					
	N	Minimum	Maximum	Means	std. Deviation
Media exposure @ruangnderes	75	33	75	61.04	8.130
Valid N (listwise)	75				

Variable Y Data Analysis (Interest in *Muroja'ah* Al-Qur'an)

The standard deviation is used with the aim of seeing how close the distribution of data is so that it requires an average or mean. This data analysis was carried out to find out the interest of *Muroja'ah* Al-Qur'an in students of PPTQ Al-Hasan Ponorogo

Table 4. Mean and Standard Deviation of Variable Y (Interest in *Muroja'ah* Al-Qur'an)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	std. Deviation
Interests in <i>Muroja'ah</i> Al-Qur'an	75	37	81	62.88	8.152
Valid N (listwise)	75				

Analysis of the Influence of Media Exposure to the Instagram Account @ruangnderes (X) on Interest in *Muroja'ah* Al-Qur'an in Santri PPTQ Al-Hasan Ponorogo

In analyzing the data, we look at the relationship between variable X (Media Exposure) and Y (Interest in *muroja'ah* Al-Qur'an) in PPTQ Al-Hasan Ponorogo. According to Sugiyono simple linear regression analysis is based on the functional relationship of one independent variable with one dependent variable. (Sugiyono, 2019b)

After all the data has been collected regarding the variables of Media Exposure @ruangnderes (X) and Interest in *Muroja'ah* Al-Qur'an on PPTQ Al-Hasan Ponorogo students, then the data is tabulated to determine whether there is influence in it. To determine the effect between one independent variable and one variable the dependent used simple linear regression analysis and to determine the significant effect between the independent and dependent variables used the t test.

Table 5. Results of the Analysis of the Coefficient of Determination of the Variable Exposure to Media @ruangnderes

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.678a	.460	.452	6033

a. Predictors: (Constant), Media Exposure

According to Sugiyono, the coefficient of determination has a goal of how much influence the X variable (Media Exposure) has on the Y Variable (Interest in *Muroja'ah* Al-Qur'an) in the PPTQ Al-Hasan Ponorogo students.(Sugiyono, 2019a, p. 257)Where the value of R Square is the benchmark for the conclusion of the magnitude of the presentation, which is equal to 0.460 or 46%.

Table 6. Simple Linear Regression Analysis Test Results for Media Exposure Variable @ruangnderes ANOVA^a

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	2260947	1	2260947	62,119	.000b
	residual	2656973	73	36,397		
	Total	4917920	74			

a. Dependent Variable: Interests of *Muroja'ah*

b. Predictors: (Constant), Media Exposure

The F test aims to determine whether the independent variable has an influence on the dependent variable.(Ghozali, 2018, p. 98)Based on the analysis results of IBM SPSS version 25 For Windows. From the output it is known that value $F_{count} = 62.119$ with a significance of $0.000 < 0.05$, so it can be concluded that variable X (Media Exposure) influences variable Y (Interest in *muroja'ah* Al-Qur'an)

Table 7. Results of the T-test Variable Exposure to Media @ruangnderes Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	21,378	5.312		4,025	.000
	Media Exposure	.680	086	.678	7,882	.000

a. Dependent Variable: Interests of *Muroja'ah*

The t test in this study aims to prove which hypothesis is accepted. Hypothesis testing is used to answer the formulation of the problem in research. Based on the results from IBM SPSS Version 25, the results of the test of $7.882 > 1.996$. $t_{count} > t_{table}$. So it can be concluded that variable X (Media Exposure) influences variable Y (Interest in *Muroja'ah* Al-Quran) t_{table}

As for the contribution to (R square) that contributed to the Variable Nderes Space Media Exposure (X) to the Interest in *Muroja'ah* Al-Qur'an variable of 0.460 or equal to 46%. This shows that the percentage effect of Media Exposure in the Nderes Room (X) on Interest in *Muroja'ah* Al-Qur'an (Y) in the PPTQ Al-Hasan Ponorogo students is 46%.

While the calculation results in table 7. show that the value = 61.119 with a significance of $0.000 < 0.05$, then regression can be used to predict the variable Interest in *Muroja'ah* Al-Quran (Y) in other words rejected and accepted. This means that there is a significant influence between Terpan Media Ruang Nderes (X) on Interest in *Muroja'ah* Al-Qur'an (Y).

As for table 4.21, it is known that the simple linear regression equation is as follows:

$$Y = a + bx$$

$$Y = 21.378 + 0.680x$$

The *explanation* of the equation is as follows:

1. A constant of 21.378 means that the coefficient value of the Variable Interest in *Muroja'ah* Al-Qur'an (Y) is 21.378.
2. The regression coefficient of the variable Terpan Media Ruang Nderes (X) is 1.142 indicating that for every 1% addition of the intensity value, the value of Interest in *Muroja'ah* Al-Qur'an increases by 0.680. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

Furthermore, the results of the calculation of the t test are as follows:

$$t_{tabel} = t(\alpha/2)(n-2)$$

$$t_{tabel} = t(0.05/2)(75-2)$$

$$= t(0.025)(73)$$

Based on the results of the data obtained, the researcher found that aspects of the interest in *muroja'ah* Al-Qur'an among students of tahfidzul Qur'an Al-Hasan were more or less influenced by media exposure to the Instagram account @ruangnderes. Interest in *Muroja'ah* Al-Qur'an is a factor Drivers from within (The Inner Urge Factor), Motive and social factors (the factor of social motive), Emotional Factor (Emotional Factor). Interest in *muroja'ah* Al-Qur'an will be better if these aspects are carried out by students. Fulfillment of interest aspects of *muroja'ah* Al-Qur'an is supported by the changes that occur to students in carrying out *muroja'ah* Al-Qur'an.

According to the SR theory, to get a response and reaction there needs to be a stimulus so that The incoming stimulus can increase the response so that a person will take action based on what he sees. (Sudarti, 2019) When we see an object or message that can be received by our five senses, we will receive various stimuli. The next process students will understand. This ability of the santri continues the next process. After the students process it and accept it, then there is a willingness to change attitudes.

Exposure is a condition where a person is exposed to communication messages contained in a mass media through his sensory organs such as feeling, hearing and sight. Aspects of media exposure include duration, frequency and intensity such as motivation in protecting the Al-Qur'an from posting @ruangnderes which is one of the interesting things in increasing the interest of *muroja'ah* students. From this study, media exposure to the Instagram account @ruangnderes is considered capable of increasing *muroja'ah* interest in students, meaning that when PPTQ Al-Hasan Ponorogo students are able to manage time well and regularly if there is motivational encouragement from the

Instagram account @ruangnderes. They can also lead to actions that can increase istiqomah in *muroja'ah* Al-Qur'an.

The results of this study indicate that there is a significant influence between media exposure to the Instagram account @ruangnderes on the interest in *muroja'ah* Al-Qur'an students at the Tahfidzul Qur'an Islamic Boarding School (PPTQ) Al-Hasan Ponorogo. Based on the results of a simple regression value using the SPSS Version 25 For Windows tool, a coefficient value (R) of 0.678 is obtained with a significant value of 0.000. The determinant coefficient value (R²) is 0.460 which indicates that the media exposure variable has an influence on interest in *muroja'ah* Al-Qur'an 'an is 46% while the remaining 54% There are factors or variables that affect the variable. Testing with a significant t test obtained $t_{count} > t_{table}$. equal to 7.882 and 5% of 1.996 this indicates $t_{count} > t_{table}$

From the study, the results obtained were 46% which was the result of media exposure from the Instagram account @ruangnderes on *muroja'ah* interest in PPTQ Al-Hasan Ponorogo students. From these results it was explained that many of the PPTQ Al-Hasan Ponorogo students who fulfilled their *muroja'ah* interests well were caused by media exposure to the Instagram account @ruangnderes. When the students know the function of social media and make good use of it, it will also affect the interest in *muroja'ah* Al-Qur'an among PPTQ Al-Hasan Ponorogo students in particular. Of the many problems that students face externally and internally, it will certainly be easy to deal with if students are good at managing their time and priorities. It can be concluded from the media exposure of the Instagram account @ruangnderes that it fulfills the duration aspects,

KESIMPULAN

The research results in data analysis, the results of simple linear regression calculations $t_{(count)} > t_{table}$. Ie $t_{(count)} 7.882 > t_{table} 1.996$. Because the value is greater than then accepted. Media exposure @ruangnderes has an effect of 46% on the interest in *muroja'ah* Al-Qur'an of PPTQ Al-Hasan students, as evidenced by the coefficient results as evidenced by a determination coefficient of 0.460 or equal to 46%. This shows that the percentage contribution of the influence of the media exposure variable @ruangnderes (X) on the interest in *muroja'ah* Al-Qur'an (Y) in PPTQ Al-Hasan students is 46%, while 54% is influenced by other factors.

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