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Measuring the Quality of Dialogic Communication of Pesantren Al-Basyariyah Through Instagram

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ABSTRACT

This study aims to measure quality of dialogic communication of Pesantren Al-Basyariyah in building public engagement through Instagram @albasyariyah_official referring to the theory of dialogic communication developed by Michael L. Kent and Maureen Taylor with five measurement indicators; the dialogic loop, the usefulness of information, the generation of return visits, the ease of interface, the rule of conservation of visitors. A quantitative approach with a descriptive survey method was used by taking a sample of 394 out of 25,098 population. The results of the study indicate that the quality of dialogic communication of Pesantren Al-Basyariyah through Instagram in the optimal category with total score of 53,863 in the range of >Q2 - Q3. The ease of interface is the indicator with the highest score (80%), and the dialogic loop is the indicator with the lowest score (77%). Theoretically, the research results have implications for the development of dialogic communication theory in the context of social media. Practically, it contributes to improving dialogic communication in organizations, especially for pesantren, through digital media platforms.

Keywords*: dialogic communication; instagram; Pesantren Al-Basyariyah*

ABSTRAK

Penelitian ini bertujuan untuk mengukur kualitas komunikasi dialogis Pesantren Al-Basyariyah dalam membangun keterlibatan publik melalui Instagram mengacu pada teori komunikasi dialogis yang dikembangkan oleh Michael L. Kent and Maureen Taylor dengan lima indikator pengukuran; the dialogic loop, the usefulness of information, the generation of return visits, the ease of interface, the rule of conservation of visitors. Pendekatan kuantitatif dengan metode survei deskriptif digunakan dengan mengambil sampel sebanyak 394 dari 25.098 followers sebagai populasi. Hasil penelitian menunjukkan bahwa kualitas komunikasi dialogis Pesantren Al-Basyariyah melalui Instagram berada pada kategori optimal dengan skor total sebesar 53.863 berada pada rentang >Q2 - Q3. The ease of interface merupakan indikator dengan penilaian skor tertinggi (80%) dan the dialogic loop sebagai indikator terendah (77%). Secara teoritik, hasil penelitian berimplikasi terhadap pengembangan teori komunikasi dialogis dalam konteks sosial media. Secara praktis berkontribusi dalam peningkatan komunikasi dialogis organisasi khusunya pesantren melalui platfom media digital.

Kata kunci: k*omunikasi dialogis;instagram;Pesantren Al-Basyariyah*

INTRODUCTION

Social media is a digital platform widely used by individuals as a primary source of information (Kriyantono et al., 2023), and as a communication medium for building interactions with others (Luthfi & Firmansyach, 2022). Organizations also use social media to convey information (Uran et al., 2022),and to foster dialogue

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between organizations and the public (Akıncı Vural et al., 2022; Atnan et al., 2024; Prayatya et al., 2024).

Social media as a digital platform has been widely used by pesantren organizations. The advent of digital technology has transformed pesantren communication traditions, shifting from primarily traditional media to digital ones, such as the use of social media as an information medium (Luthfi & Mubarak, 2023; Pradana & Luthfi, 2024), as a communication medium (Luthfi et al., 2024; Saputra & Luthfi, 2023) and also as a means of preaching (Luthfi & Baheramsyah, 2022; Munawara et al., 2020).

Instagram, as a social media platform has been widely used by pesantren to build two-way communication with the public and as a means of public information. However, the utilization of Instagram as a communication medium for pesantren to build two-way communication with the public has not yet been optimal. Pesantren use of Instagram focuses more on conveying public information than on building two-way communication through public interaction (Luthfi et al., 2024). The level of public engagement in communication activities carried out by pesantren is still relatively low. Public engagement is a behavioral construct oriented towards building two-way interaction to provide equal rights in submitting questions, opinions, and suggestions through digital platforms (Men et al., 2018). Public participation on pesantren' digital platforms will provide important information for a more complete, clear, and in-depth understanding of every input, suggestion, and public opinion, thereby making it easier for organizations to adapt to what their public needs (Atnan et al., 2024; Mustafa et al., 2022). This condition will have an impact on the common perception between pesantren organization and the public, which will ultimately shape the image and reputation of the organization indirectly.

This study focuses to measure the quality of dialogic communication of Pesantren Al-Basyariyah Bandung in building public engagement through Instagram social media @albasyariyah_official referring to the dialogic communication theory initiated by Kent & Taylor (1998) with 5 measurement indicators; the dialogic loop, the usefulness of information, the generation of return visits, the ease of the interface, the rule of conservation of visitors as a reference in testing the quality of communication carried out by an organization through digital media (Kent & Lane, 2021; Kent & Taylor, 1998).

The quality of organizational dialogic communication can be seen from 5 aspects, namely the dialogic loop as an effort made to build two-way communication through a quick and informative response to public comments or opinions through social media, the usefulness of information as an effort to provide accurate and relevant information to meet the needs and expectations of the public, the generation of return visits as an effort to encourage the public to continue accessing the media and revisiting the organization's digital media pages, the ease of interface as an effort to arrange the interface display to be attractive and aesthetic so that it makes it easier for the public to obtain the information needed and the rule of conservation of visitors

how the organization can provide optimal service by providing intuitive navigation to maintain the quantity of visitors. Through the optimal application of the 5 principles of dialogic communication, two-way communication between the organization and the public runs optimally.

Several previous studies have examined social media-based organizational dialogic communication and the effectiveness of social media as a medium for information of pesantren. First, a study conducted by Mohammad Luthfi et al. (2024) that tested the application of Instagram-based pesantren dialogic communication in East Java through a quantitative approach using the content analysis method by taking a sample of 40 pesantren Instagram accounts as the unit of analysis showed that the application of dialogic communication principles was more directed at disseminating pesanttren information than building two-way communication through the application of the dialogic loop principle which was still in the very low category (Luthfi et al., 2024).

Second, (2023) study by Qiang Chen, Yangyi Zhang, Huan Liu, Wei Zhang, and Richard Evans entitled "Dialogic Communication on Local Government Social Media During the First Wave of COVID-19: Evidence From the Health Commissions of Prefecture-Level Cities in China" showed that the implementation of dialogic communication by Local Government Health Commissions in China through Sina Weibo accounts was more directed at retaining visitors and encouraging the public to return to the organization's digital media pages. Meanwhile, the two-way communication cycle and information dissemination were not optimally implemented (Chen et al., 2023).

Third, (2023) study by Lisda Veronika, Reza Safitri, and Rachmat Kriyantono focused on measuring the dialogic quality of 13 PTN-BH websites through the application of dialogic communication. It showed that the four principles of dialogic communication had been effectively implemented on the websites. However, the dialogic loop principle had not been optimally implemented, resulting in websites being used more for information dissemination than as a means of two-way communication with the public (Veronika et al., 2023).

Fourth, research conducted by Mohammad Luthfi & Muhammad Taufiq Mubarak (2023) which tested the effectiveness of Instagram as an information medium for Pondok Modern Darul Hijrah Putra Martapura which showed that the results of the study showed that the use of Instagram as an information medium for Islamic boarding schools was declared effective as indicated by a total score of 19,396 in the interval range >Q2-Q3 (Luthfi & Mubarak, 2023)

Fifth, the research of Alfiananadra Wafiq Pradana & Mohammad Luthfi (2024) which focused on testing the effectiveness of using Instagram as an information medium for the Pondok Modern Darussalam Gontor with research results showing that the use of Instagram as an information medium for the Pondok Modern Darussalam Gontor was considered very effective with a total score of 20,312 in the

range of >Q3 to A with the conclusion that the use of Instagram media is effective as an information medium for organizations, especially pesantren (Pradana & Luthfi, 2024).

This study examines the application of dialogic communication principles implemented by the Pesantren Al-Basyariyah Bandung to create a dialogic bond with the public who are mutually involved in interactions and efforts to build loyalty as the goal of the communication carried out. Therefore, the formulation of the problem in this study is how optimal is the quality of dialogic communication implemented by the Pesantren Al-Basyariyah Bandung through Instagram?

This research has never been done before and is new in terms of focus and object aspects that take the Instagram of Pesantren Al-Basyariyah based on the results of the researcher's observations which show that the Instagram account of Pesantren Al-Basyariyah Bandung is in second place with the largest number of followers of pesantren' Instagram in West Java. Referring to the theory of dialogic communication with 5 measurement indicators to see the extent to which communication principles are implemented by the organization in building two-way communication in a dialogic manner with the public, the hypothesis proposed in this study is that the dialogic communication of Pesantren Al-Basyariyah Bandung runs optimally in building public involvement through Instagram social media.

METHODS

This study uses a quantitative approach with a descriptive survey method to measure the quality of dialogic communication of the Pesantren Al-Basyariyah Bandung through Instagram @albasyariyah_official. Measurement of the quality of dialogic communication of the Pesantren Al-Basyariyah based on Instagram social media through 41 statement items derived from 5 indicators of the dialogic communication theory by Kent & Taylor (the dialogic loop, the usefulness of information, the generation of return visits, the ease of interface, the rule of conservation of visitors) and operationalized by referring to several previous studies (Al-Kandari et al., 2019; Girsang & Kartikawangi, 2021; Huang et al., 2021; Luthfi et al., 2024; Veronika et al., 2023; Wang & Yang, 2020) as follows;

Table 1. Measurement and Validity Tests of the Quality Dialogic Communication of Pesantren Al-Basyariyah

Indicator	Statement	Pearson Correlation		Information
		r Count	r Table	
The Dialogic Loop	Instagram @albasyariyah_official provides quick replies to followers' comments on the feed	0.692	0.361	Valid
	Instagram @albasyariyah_official provides quick replies to followers' comments on reels	0.709	0.361	Valid
	Instagram @albasyariyah_official provides quick responses	0.713	0.361	Valid

Indicator	Statement	Pearson Correlation		Information
		r Count	r Table	
	to follower questions via direct message			
	Instagram @albasyariyah_official provides clear, complete and informative replies to followers' comments on the feed	0.841	0.361	Valid
	Instagram @albasyariyah_official provides clear, complete and informative replies to followers' comments on reels	0.808	0.361	Valid
	Instagram @albasyariyah_official provides clear, complete and informative replies via direct message	0.862	0.361	Valid
	Instagram @albasyariyah_official provides good and polite responses to followers' comments on the feed	0.636	0.361	Valid
	Instagram @albasyariyah_official provides good and polite responses to followers' comments on reels	0.807	0.361	Valid
	Instagram @albasyariyah_official provides good and polite responses to followers' questions via direct message	0.869	0.361	Valid
	Instagram @albasyariyah_official mentions followers in feed posts	0.543	0.361	Valid
	Instagram @albasyariyah_official mentions followers in reels posts	0.604	0.361	Valid
	Instagram @albasyariyah_official provides a discussion space for followers through the Q&A Box	0.509	0.361	Valid
The Usefulness of Information	Instagram @albasyariyah_official posts an interesting feed	0.684	0.361	Valid
	Instagram @albasyariyah_official posted interesting reels	0.677	0.361	Valid
	Instagram @albasyariyah_official posted an interesting story	0.842	0.361	Valid
	Instagram feed posts @albasyariyah_official are equipped with credible captions	0.814	0.361	Valid
	Instagram reels post @albasyariyah_official is equipped with a credible caption	0.752	0.361	Valid
	Instagram feed posts @albasyariyah_official always display the complete address and call center of pesantren	0.795	0.361	Valid
	Instagram reels posts @albasyariyah_official always display the complete address and call center of pesantren	0.623	0.361	Valid
	Instagram @albasyariyah_official displays the profile of pesantren in a feed posts	0.811	0.361	Valid
	Instagram @albasyariyah_official displays the profile of pesantren in a reels post	0.889	0.361	Valid
	Instagram @albasyariyah_official displays the profile of pesantren in a story post	0.849	0.361	Valid
	Instagram @albasyariyah_official Instagram story posts are always accompanied by credible captions	0.690	0.361	Valid
The	Instagram @albasyariyah_official presents the latest	0.693	0.361	Valid

Indicator	Statement	Pearson Correlation		Information
		r Count	r Table	
Generation of Return Visits	information through feed posts			
	Instagram @albasyariyah_official presents the latest information through reels posts	0.627	0.361	Valid
	Instagram @albasyariyah_official provides the latest information through story posts	0.680	0.361	Valid
	Instagram @albasyariyah_official provides hashtags on feed posts	0.756	0.361	Valid
	Instagram @albasyariyah_official provides hashtags on reels posts	0.897	0.361	Valid
	Instagram @albasyariyah_official updates feed posts consistently and regularly	0.792	0.361	Valid
	Instagram @albasyariyah_official updates reels posts consistently and regularly	0.734	0.361	Valid
	Instagram @albasyariyah_official updates story posts consistently and regularly	0.764	0.361	Valid
The Ease of Interface	The caption on the @albasyariyah_official Instagram feed post is easy for followers to understand	0.749	0.361	Valid
	The caption on the Instagram reels post @albasyariyah_official is easy for followers to understand	0.772	0.361	Valid
	The caption on the Instagram story post @albasyariyah_official is easy for followers to understand	0.799	0.361	Valid
	Aesthetic Instagram feed content design @albasyariyah_official	0.761	0.361	Valid
	Instagram reels content design @albasyariyah_official aesthetic	0.779	0.361	Valid
	Aesthetic Instagram story content design @albasyariyah_official	0.766	0.361	Valid
The Rule of Conservation of Visitors	Instagram @albasyariyah_official provides access services to the official website account of the Pesantren Al-Basyariyah	0.459	0.361	Valid
	Instagram @albasyariyah_official provides access services to the official YouTube account of Pesantren	0.836	0.361	Valid
	Instagram @albasyariyah_official provides access services to the Pesantren Al-Basyariyah call center service	0.777	0.361	Valid
	Instagram @albasyariyah_official provides access services to the Facebook of the Pesantren Al-Basyariyah	0.829	0.361	Valid

(Source: Processed by Researchers, 2026)

The validity test of 41 statement items as a research measurement tool was conducted by distributing questionnaires to the first 30 samples and showed the lowest correlation coefficient result of 0.459 and the highest value of 0.897, which is

greater than the r-table value of 0.361 with a margin of error of 5%, so that all statement items as a measurement tool are declared valid (Sugiono & Lestari, 2021).

Table 2. Reliability Test of the Quality Dialogic Communication of Pesantren Al-Basyariyah

Reliability Statistics	
Cronbach's Alpha	N of Items
0.978	41

(Source: Processed by Researchers, 2026)

The results of the reliability test on the 41 statement items showed an average Cronbach Alpha value of 0.978, greater than 0.60, which concluded that the measurement tool was declared reliable (Benu & Benu, 2019). The population in this study was the followers of the Pesantren Al-Basyariyah Instagram account totaling 26,098 which were taken in Juli 2025. Sampling using the Slovin formula with a margin of error of sampling of 5% (Kriyantono, 2019) resulted in a sample of 394, in this study the followers who responded to the questionnaire distributed via Google Form were 419 or 6% above the minimum sample required.

Data analysis using a frequency distribution formula to determine the frequency of answers from each respondent to 41 statement items from 5 indicators of measuring the quality of dialogic communication at the Pesantren Al-Basyariyah via Instagram. Hypothesis testing uses the Likert Summated Rating (LSR) quartile formula to obtain the score position obtained from all respondents' answers to measure the answers from respondents who are Instagram followers @albasyariyah_official regarding the quality of the application of Instagram-based dialogic communication with the following operational formula(Riduwan & Akdon, 2007):

Lower Limit (B) = 419 x 1 x 41 = 17.179
Upper Limit (A) = 419 x 4 x 41 = 68.716
Range (AB) = 68.716–17.179 = 51.537
Quartile (Q1) =17.179 + (51.537÷4) = 30.063
Quartile II (Q2) = 17.179+(51.537÷2) = 42.947
Quartile III (Q3) = 17.179 + (51.537x3)÷4 = 55.832

The method of drawing conclusions is as follows (1) if the total respondent score is in the range of B to Q1, then the quality of dialogical communication of Pesantren Al-Basyariyah via Instagram is in the very suboptimal category (2) if the total score is in the range of >Q1 to Q2, then the quality of dialogical communication of Pesantren Al-Basyariyah via Instagram is in the suboptimal category (3) if the total score is in the range of >Q2 to Q3, then the quality of dialogical communication of Pesantren Al-Basyariyah via Instagram is in the optimal category. (4) if the total score is in the range of >Q3 to A, then the quality of dialogical communication of Pesantren Al-Basyariyah via Instagram is in the very optimal category.

RESULT AND DISCUSSION

Researchers will describe the characteristics of respondents based on gender, age and level of education as shown in the following table.

Table 3. Respondent Characteristics Based on Gender

No.	Gender	Score	Percentage
1	Male	223	53%
2	Female	196	47%
	Total Score	**419**	**100%**

(Source: Processed by Researchers, 2026)

Based on the table above, it shows that the respondents in this study were predominantly male, 6% more than female respondents, with a difference of 27 people. The characteristics of respondents based on their education level are shown in the following table.

Table 4. Respondent Characteristics Based on Age

No.	Age Range	Score	Percentage
1	13 - 17 Years Old	33	7,9%
2	18 - 22 Years Old	241	58%
3	23 - 27 Years Old	122	29%
4	28 - 32 Years Old	11	3%
5	33 - 37 Years Old	9	2%
6	> 43 Years Old	3	1%
	Total Score	**419**	**100%**

(Source: Processed by Researchers, 2026)

Based on age, respondents in the 18–27 age range were more predominant than older respondents. Respondent characteristics based on educational level are described in the following table.

Table 5. Respondent Characteristics Based on Education

No.	Educational Level	Score	Percentage
1	SLTP	25	6%
2	SLTA	238	57%
3	S1	149	36%
4	S2	7	2%
	Total Score	**419**	**100%**

(Source: Processed by Researchers, 2026)

High school and undergraduate educational backgrounds were more dominant as research respondents compared to respondents with junior high school and undergraduate educational backgrounds. The results of the frequency distribution test of 41 statement items given to 419 research respondents are explained in the following table.

Table 6. Frequency Distribution of the Quality Dialogic Communication of Pesantren Al-Basyariyah

No.	Answer Frequency				Mean	Score	Percentage	Category
	SA	A	D	SD				
1	111	248	53	7	3,11	1.301	78%	Optimal
2	90	255	70	4	3,03	1.269	76%	Optimal
3	91	266	58	4	3,06	1.282	76%	Optimal
4	102	255	55	7	3,08	1.290	77%	Optimal
5	109	259	48	3	3,13	1.312	78%	Optimal
6	111	259	44	5	3,14	1.314	78%	Optimal
7	118	260	39	2	3,18	1.332	79%	Optimal
8	120	252	40	7	3,16	1.323	79%	Optimal
9	122	257	38	2	3,19	1.337	80%	Optimal
10	87	231	92	9	2,95	1.234	74%	Optimal
11	86	224	97	12	2,92	1.222	73%	Optimal
12	106	244	64	5	3,08	1.289	77%	Optimal
13	134	244	39	2	3,22	1.348	80%	Optimal
14	132	252	30	5	3,22	1.349	80%	Optimal
15	131	246	41	1	3,21	1.345	80%	Optimal
16	127	247	41	4	3,19	1.335	80%	Optimal
17	135	232	43	9	3,18	1.331	79%	Optimal
18	109	237	69	4	3,08	1.289	77%	Optimal
19	101	247	59	12	3,04	1.275	76%	Optimal
20	118	256	38	7	3,16	1.323	79%	Optimal
21	123	245	48	3	3,16	1.326	79%	Optimal
22	103	258	48	10	3,08	1.292	77%	Optimal
23	105	258	47	9	3,10	1.297	77%	Optimal
24	123	253	40	3	3,18	1.334	80%	Optimal
25	125	256	34	4	3,20	1.340	80%	Optimal
26	130	247	39	3	3,20	1.342	80%	Optimal
27	102	245	64	8	3,05	1.279	76%	Optimal
28	110	241	60	8	3,08	1.291	77%	Optimal
29	117	261	33	8	3,16	1.325	79%	Optimal
30	115	251	47	6	3,13	1.313	78%	Optimal
31	103	265	48	3	3,12	1.306	78%	Optimal
32	136	253	30	0	3,25	1.363	81%	Optimal
33	127	254	34	4	3,20	1.342	80%	Optimal
34	118	267	27	7	3,18	1.334	80%	Optimal
35	135	241	38	5	3,21	1.344	80%	Optimal
36	132	239	43	5	3,19	1.336	80%	Optimal
37	121	241	52	5	3,14	1.316	79%	Optimal
38	120	244	51	4	3,15	1.318	79%	Optimal
39	110	242	60	7	3,09	1.293	77%	Optimal
40	117	264	34	4	3,18	1.332	79%	Optimal
41	123	258	36	2	3,20	1.340	80%	Optimal

(Source: Processed by Researchers, 2026)

The data above shows that most of the statement items on each indicator of the quality measurement of dialogic communication at Al-Basyariyah Bandung Islamic Boarding School received a score above 70% in the optimal category with the lowest score of 1,222 (73%) on item No. 11 of the dialogic loop indicator with the statement "Instagram @albasyariyah_official mentions followers on reels posts", and the highest score on item No. 32 of the ease of interface indicator with a score of 1,363 (81%) on the statement "captions on Instagram feed posts @albasyariyah_official are easy for followers to understand".

The application of the dialogic loop principle to build active two-way communication with the public through responsive replies and complete explanations to public comments on the official feed and reels posts of the @albasyariyah_official Instagram account proves that the Pesantren Al-Basyariyah has been able to build good and two-way communication in a dialogue with the public. This can increase active public involvement in communication activities carried out by the Pesantren Al-Basyariyah although there are several aspects that need to be improved in terms of replies to public comments via direct message, mentions in the comments column and providing space for questions and opinions to the public by improving services. This finding is in contrast to the findings of previous studies that showed that several organizations have not implemented the dialogic loop principle optimally as indicated by the minimal replies from the organization's Instagram admins to public comments or in mentioning followers (Al-Kandari et al., 2019; Luthfi et al., 2024; Veronika et al., 2023).

The polite and courteous choice of words in responding to public comments by the Pesantren Al-Basyasiyah admin is an indicator that the dialogic loop principle has been optimally implemented. This can increase positive public response by presenting an exchange of ideas, concepts, and opinions negotiated with honesty and openness, and based on ethical communication principles(Kent & Lane, 2021; Kent & Taylor, 1998). Clear and informative responses not only provide satisfaction to followers but can also increase their loyalty to the organization's social media (Huang et al., 2021).

Although the dialogic loop indicator is in the optimal category, it has the lowest score among the other indicators, proving that communication practices are still not optimal in building two-way, dialogic communication with the public. From the perspective of dialogic communication theory, the dialogic loop indicator is a core element that enables the continuous exchange of messages, feedback, and responses between organizations and the public. (Kent & Lane, 2021; Kent & Taylor, 1998, 2021). Without active reciprocal interaction, social media functions only as a medium for distributing information, not as a dialogue space that encourages public engagement (Akıncı Vural et al., 2022; Kent & Taylor, 2021; Prayatya et al., 2024).

The implementation of the principle of the usefulness of information through engaging feed, reel, and story posts on the Instagram account @albasyariyah_official has been very effective. Implementing the principle of the usefulness of information through the dissemination of engaging information through feed, reel, and story posts can build good relationships with the public because the information is aligned with public needs and not based on organizational interests (Chen et al., 2023; Wang & Yang, 2020).

Furthermore, the principle of the usefulness of information also highlights the importance of providing facilities that can build direct two-way communication through call center services. In this case, the official Al-Basyariyah Instagram account has implemented this principle optimally. This finding supports the results of

previous research that stated that having a feature to accommodate all visitor aspirations and input through the provision of a call center on an organization's digital media can influence the level of interaction with its public (Veronika et al., 2023). The provision of clear, complete, and interesting information through a call center is a factor in public satisfaction and loyalty to the organization. The principle of the usefulness of information emphasizes the importance of conveying clear and interesting information to the public through digital media.

The generation of return visits indicator refers to the theory of dialogic communication, which explains the importance of creating logical reasons for the public to repeatedly return to social media, aiming to maintain and build long-term relationships between the organization and its audience (Kent & Taylor, 2021). One effort to increase the indicator value in the generation of return visits principle is to consistently present the latest information to the public. Pesantren Al-Basyariyah's Instagram has implemented this effort by presenting the latest information that is in the very optimal category. Two-way communication carried out through the provision of interactive and relevant services can significantly increase public satisfaction, encouraging them to return and share information with others (Akıncı Vural et al., 2022). Furthermore, the generation of return visits principle also emphasizes the importance of hashtags in an organization's Instagram posts as labels that group content based on specific topics, thereby increasing audience reach and impacting increased public visits to the organization's official Instagram account.

The ease of interface indicator provides convenience in providing information quickly, effectively, and efficiently to the public, thus answering public curiosity without complicating them with a disorganized interface display(Kent & Taylor, 1998). The application of the ease of information principle through the official Instagram account @albasyariyah_official is in the optimal category. The layout of the interface design on the Instagram account display is very important in making it easier for the audience to interact and obtain information. The application of design elements such as typography, color, and an attractive and easy-to-understand layout in Instagram posts can increase the level of interaction with the audience.

Based on the results of the analysis conducted by researchers regarding the application of the rule of conservation of visitors principle on the official @albasyariyah_official account, it is in the optimal category. One effort that can stimulate the public to continue accessing the organization's social media to obtain various information related to the organization is to simply obtain it through a single platform and without having to leave the platform. One effort that can be made to achieve this is by including links that link to other social media owned by the organization, such as the website, Facebook, or YouTube (Chen et al., 2023; Wang & Yang, 2020).

The researcher's findings indicate that most of the content posted by the official Instagram account @albasyariyah_official has been linked to various official pesantren digital platforms, such as the website, YouTube, and other social media

accounts. This finding demonstrates an effort to maximize effective and strategic interaction with the public through the dissemination of information content, as each post serves as a bridge that strengthens the visibility of the pesantren's digital media. This finding reinforces previous research that shows that each organizational social media platform has links connected to other social media through the linktree feature, thus successfully retaining visitors to stay on the organization's Instagram account (Akıncı Vural et al., 2022; Chen et al., 2023; Kent & Taylor, 2021; Luthfi et al., 2024; Prayatya et al., 2024).

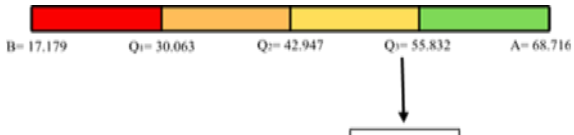
The total score value for each indicator based on the results of the frequency distribution test is explained in the following table.

Table 7. Total Score of Five Indicators of Dialogic Communication

No.	Indicator	Total Score	Percentage	Category
1	The Dialogic Loop	15.505	77%	Optimal
2	The Usefulness of Information	14.510	79%	Optimal
3	The Generation of Return Visits	10.530	79%	Optimal
4	The Ease of Interface	8.035	80%	Optimal
5	The Rule of Conservation of Visitors	5.283	79%	Optimal
Total Score		**53.863**	**78%**	**Optimal**

(Source: Processed by Researchers, 2026)

Based on the data above, it is known that each indicator measuring the quality of dialogic communication of Pesantren Al-Basyariyah Bandung via Instagram is in the optimal category, with the lowest score for the dialogic loop indicator (77%) and the highest score for the ease of interface indicator (80%). Based on the calculation of respondents' answer scores referring to the quartile formula in the Summated Likert Scale, it is known that the accumulated total score is in the range of >Q2 to Q3.



This finding answers the formulation problem and the proposed research hypothesis that the quality of dialogic communication at the Al-Basyariyah Islamic Boarding School via Instagram @albasyariyah_official is running optimally, as indicated by the total score of respondents' answers of 53,863 (range >Q2-Q3) which is in the optimal category.Overall, the score for the dialogic communication indicator implemented by pesantren Al-Basyariyah through Instagram is in the optimal category. However, pesantren needs to pay more attention to the dialogic loop aspect, which received the lowest score compared to other indicators. Improvements can be made by optimizing two-way communication with the public through quick responses to public comments, improving interactive services through Q&A and increasing public engagement through mentions and content collaboration.

These efforts are crucial to strengthening good relations with the public through a more participatory and sustainable dialogue space (Huang et al., 2021; Kent & Lane, 2021).

These findings indicate a gap between the organization's success in providing quality information and its ability to build participatory dialogic relationships. Strengthening the dialogic loop aspect is crucial to transforming informational communication into more symmetrical, collaborative communication, and oriented towards building long-term, mutually beneficial relationships with the public. Instagram as a social media platform can be maximized by pesantren with its great potential in improving two-way dialogical relationships with the public (Alifa Nur Alifa Fitri & Millata Hanifa, 2024)

CONCLUSION

The measurement of the quality of dialogic communication of Pesantren Al-Basyariyah through Instagram based on the calculation of the overall indicator score shows a figure of 53,863 which is in the interval range >Q2 to Q3 with the conclusion that the dialogic communication carried out by Pesantren Al-Basyariyah in building public engagement through Instagram is in the optimal category. This shows that the two-way communication activities carried out by the pesantren are able to build collaboration and synergy with the public in a dialogic, mutually beneficial and mutually beneficial communication framework.

This research contributes theoretically to the development of dialogic communication theory, also provides practical implications in the application of organizational dialogic communication, especially for pesantren to build dialogic public engagement through digital media. The limitation of this research is that it only focuses on measuring the quality of organizational dialogic communication based on Instagram social media from the perspective of followers, so that it can be optimized through content analysis methods by observing pesantren' social media accounts to obtain more complete and accurate data reinforced by interviews or Focus Group Discussions (FGD) involving pesantren' social media managers so that they can find more complete and in-depth answers about dialogic communication of pesantren based on social media.

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