COMMUNICATION STRATEGY OF RELIGIOUS FIGURE IN MAINTAINING RELIGIOUS HARMONY IN SERIRIT VILLAGE BULELENG DISTRICT

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ABSTRACT

Religious tolerance is actually inseparable from the role of religious leaders who create and maintain harmony between religious communities. Tolerance needs to be built in a multi-ethnic and religious society. Like Seririt village in Seririt District, Buleleng, Bali Province is one of the villages consisting of several tribes and several religions such as Balinese, Bugis, Madurese, Javanese, Batak and others, while religion has four religions, namely religion Hinduism, Islam, Catholicism and Buddhism. Tribal and religious pluralism residing in Seririt village certainly worries about the occurrence of conflict caused by differences in beliefs and religious ways. Problem formulation, namely: (1) What is the role of Hindu religious leaders in maintaining the harmony of religious people in Seririt Village, Buleleng Regency? (2) What is the strategy of religious leaders in communicating the different beliefs that exist in the Seririt Outflow in Buleleng Regency? (3) How to build community communication with different religions so that religious harmony occurs in Seririt Village, Buleleng Regency? Theories used are role theory, social interaction theory and symbolic interactionalism theory. Qualitative method.

Keywords: Strategy, Communication, Religious Leaders, Maintaining Religious Harmony

1. INTRODUCTION
1.1 Background Problems

One manifestation of tolerance for religious life is to establish and strengthen the relationship between religious believers and maintain good relations with other human beings. In general, humans cannot accept differences between themselves, differences are used as reasons to contradict one another. Religious differences are one of the main causes of conflicts between human beings. Therefore, we should make religious tolerance a force to strengthen friendship and accept differences. With this, peace, peace and prosperity will be realized.

The title of this research is “Communication Strategy of Religious Leaders in Maintaining Religious Harmony in Seririt District of Buleleng Regency” to help solve the problem that occurred in Seririt Village.

1.1 Problem Formulation

Starting from the background above, it can be formulated several problems that will be discussed in the CHAPTER discussion, there are also the formulation of the problem presented are as follows:

1. What is the role of Hindu religious leaders in maintaining the harmony of religious people in Seririt Village, Buleleng Regency?
2. What is the strategy of religious leaders in communicating differences in beliefs that exist in the Seririt Outflow in Buleleng Regency?
3. How to build communication between people of different religions so that religious harmony occurs in Seririt Village, Buleleng Regency?

II DISCUSSION
2.1 Role of Hindu Religious Leaders in Maintaining Harmony of Religious People in Seririt Village
2.1.1 Role in Religious Activities
The role of religious leaders in religious activities in accordance with the religion in Seririt village. Just as the researchers can observe good religious leaders, Hindu, Islamic, Christian and Buddhist leaders always play a role in religious activities. Like the following researchers will present in accordance with the results of observations and results of interviews regarding the practice of religious leaders in religious activities. For more details, explain the following.

1. Hindu religious leaders
The way of religious leaders in maintaining religious harmony is by way of religious activities by participating in religious activities, giving dharmawacana, dharma tul, dharma gita, dharma samiti and other activities. Apart from that, too often religious leaders conduct socialization about Hindu religious activities to other religions so that they can be understood and understood.

2. Islamic religious leaders
Islamic religious leaders always provide enlightenment in every recitation or congregational prayer in the mosque or lighting boarding school about the importance of living in harmony with fellow Muslims, living in harmony with fellow human beings. Especially is building tolerance with non-Islamic religions and tribes. Establish cooperation between religious leaders in Seririt village and maintain good communication.

3. Christian religious leaders
The role of Christian religious leaders is also very instrumental in efforts to maintain harmony between religious communities in the Seririt village, as well as other religious leaders planting tolerance values are also given to Christians every day at church services or on certain days. This was as conveyed by a Christian religious leader as well as a pastor at the Seririt Pentecostal Church named J.D.

4. Buddhist figures
The role of the religious figure was seen during the religious meetings and discussions that were often carried out during their worship at the Temple which discussed tolerance and compassion for God’s people. This was explained by Kok Bin’s informant (interview, June 25, 2016), explaining that “all Buddhists in Kelurhan Seririt prioritize love and harmony both inside and outside Buddhists.

2.2.2 Role in maintaining religious harmony
The way to actualize the concept of religious harmony in the Seririt archipelago is by giving people an understanding of harmony and tolerance through educators, especially religious teachers, as well as religious teachers and community leaders in the Seririt village, besides understanding inter-religious harmony also by way of maintaining communication through social activities, celebrations of holy days and so on by inviting each other in certain events. We are always Muslims often invite Hindus, Muslims and Buddhists in terms of iftar, Eid festivals and so on. This is done to build kinship relationships, and to avoid friction due to disagreements between tribes and religions.
2.2.4 Role in Social Activities
Social activities include the relationship of social, economic, cultural status of participants. Example: Two people who come from the same social status group will be easier to communicate than two people from different status and culture groups. In this case it is intended that communication or interaction will occur more often if both parties have the same social status and cultural background compared to people who have different cultural status and background, it will be more difficult to interact and communicate.

2.3 Strategy of Religious Leaders in Communicating Existing Belief Differences in Seririt Outflow
1. Socialization Strategy
The first strategy carried out by religious leaders in Seririt Village is to carry out socialization both within the people themselves and outside the community. The point is that every particular religion has an activity or celebration of the holiday has become its duty to tell other religions about the activity so that it can be known and understood.

2. Strategi Peningkatan Pengetahuan Agama
Every time there is an important meeting, for example in the celebration of Religious Feast, a religious leader must give Dharmawacana the importance of inter-religious harmony in the life of the community. This is the most appropriate moment to give advice and discourse about dharma (truth) so that people understand and are aware of what they are doing, which must be based on good ethics based on values and morals and norms that apply as a foundation or size in behaving and associating in society.

2.3 Building Communication for Communities Different from Religion in order to Have Religious Harmony in Seririt Village
1. Counseling in the Family Environment
Building communication first is to build communication in the family environment. The family environment is the environment that most determines a society to be harmonious and harmonious. Based on a model that is good in a home or family, the character of the community will begin to grow into the character of a society that is able to appreciate differences. Maintain harmony in society by the next young generation to the wider community.

2. Recovery in the Community Environment
As well as the previous discussions about counseling in the community starting from the way of socialization, religious discussion to friendship and visiting each other. But in detail what is meant by counseling in the community is that religious leaders always go down every time in the community that is gathering and other activities and directly convey a good attitude in a pluralistic society.

3. Forming Pasraman
Hindu teachers in elementary school, junior high school, high school / vocational high school and in state universities have not been fulfilled and even outside Bali hardly get religious teachers. To overcome this gap, PHDI in the regions with Hindu community leaders anticipates by making the temple function as a Hindu religious school or school every Sunday. With the hope that children will get Hinduism lessons, especially ethics education.
3. Building Verbal and Nonverbal Communication

Communication formed in the activities of community activities in the Seririt village in the form of three things, namely smile, sincere (conscience) and respect (all beings). Especially in carrying out inter-religious activities is a way to realize harmony and harmony between religious communities in the Seririt village. So that there are no longer limits on behavior, attitudes between different religions. Because this is explained by a respectful attitude, shaking hands, and helping each other even with different religious backgrounds.

4. Building Communication Tolerance

Freedom of religion or spirituality is defined as an expression that shows the right of every individual in choosing a religious belief. Freedom of religion is the right of every Indonesian citizen based on his belief and belief in God Almighty.

III CLOSING

The role of Hindu religious leaders in maintaining religious harmony in the Seririt District of Buleleng Regency by means of (1) the role in religious activities both Hindu, Islamic, Christian and Buddhist leaders are always involved in every religious activity and is used as an opportunity to implement the concept of harmony. (2) the role in maintaining environmental sustainability such as carrying out environmental cleaning and mutual cooperation. (3) the role of maintaining religious harmony is by socializing every religious activity. (4) the role in social activities is to help financially, powerfully and materially to people who are less able despite different tribes and religions.

BIBLIOGRAPHY