

Religion Program on The TV

Qualitative Research about Perceptions of Communication Science Student of UIN Bandung to the "Mamah dan Aa Beraksi" Show in Indosiar Television

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Abstract—Television is still today as one of the most popular media community, but behind its advantages and superiority, television has a more complex workflow process. One of the televisions that publication the program of Islamic such as "Mamah dan Aa Beraksi". This program presents Mamah Dedeh as a speaker as well as a speaker not only for home viewers, as well as mothers who come specifically to the Studio. The question is how the perception of Communication Science Student of UIN Bandung to "Mamah dan Aa Beraksi" in Indosiar Television? To answer these questions the researchers responded by qualitative studies. Based on the interviews and observations to the informants of this study resulted, students' perceptions of Communication Science UIN Bandung to "Mamah dan Aa Beraksi" Program in Indosiar Television, can be divide into five categories. That are diversity, support, imitate, sensitivity, and assessment.

Keywords—diversity; support; imitating sensitivity; evaluative

I. INTRODUCTION

Indonesia is one country that has many religion and ethnic, but most of Indonesia's population are Muslim. Islam in Indonesia although practically does not occur in all systems of government, law, politics, economy, etc., but still developed and implemented in real life in community start, village, city, education boarding school and a number of other activities.

In the Great Dictionary of Indonesia described, Islamism contains the meaning of Islamic teachings. That is, education of Islam is still directed at the three principal teachings, namely faith, Islam and ihsan. The process of implementing these three principles of Islamism can be done by various methods and forms of communication, starting using personal communication, groups, organizations and the masses. Implementation of Islamism in the form of mass, of course using the mass media of Indonesia such as newspapers, radio, and television. In reform era, Indonesia became one of the countries whose mass media industry is growing rapidly [1].

The program, which is broadcast by national television to the predominantly Muslim people of Indonesia, is not dominated by programs that have Islamism, but it can be a relatively small portion of the event, so the goal of giving messages of Islamism to the public is very little.

Television is still today as one of the most popular media community. But behind its advantages and superiority, television has a more complex workflow process because in a program, there is a series of activities that cannot be ignored, such as pre-production, production and post-production processes. One of the televisions that show the program of Islamic events such as Mamah and Aa in Action. This program presents Mamah Dedeh as a speaker as well as a speaker not only for home viewers, as well as mothers who come specifically to the Studio.

The show "Mamah dan Aa Beraksi" is more festive with the presence of Afdel as the host or presenter who has a fun and friendly style that can bring the atmosphere more fluid and communicative. The question is, how perception of Communication Science Student of UIN Bandung to "Mamah dan Aa Beraksi" show?

In everyday life humans cannot be separated from communication activities between fellow either organizationally or inter individual. Humans are social beings who live in interdependence with other humans and use the process of communication as a medium of learning in human life. Mass communication is a process that describes how professional communicators use divide technology to extend their experience beyond distance to influence a large number of audiences. According to Bittner, mass communication is a message communicated through mass media to a large number of people [2].

Television is a mass media that provides a variety of update information, and spread to the public. Technically in the television there is a system of shooting, delivery in the form of images. The image is captured by a television camera, then converted into an electrical signal, and sent directly over the power line to the receiver.

Television has a strong appeal because the elements in which such a word, sound or sound effects or moving images can cause a deep impression on the audience. Audiences can also enjoy the information provided by home television in a safe and comfortable manner [3]. It is this attraction that greatly affects people to continue to be faithful audience of the programs presented.

There are some regular television programs present every day, among them religious programs. Religious display is one of the television programs presented by television stations, both locally and nationally, albeit with different durations of time. Especially the religious impressions of Islamic nuances are mostly owned by television stations. In the month of Ramadan, Islamic impressions get more than the rest of the days. But not all Islamic impressions have a place in the hearts of its audience.

Behavior of Communication Science Student of UIN Bandung as audience and informant in this research can be observed from social action theory which was triggered by Max Weber a sociologist from Germany, because social action theory is more focused on subjective meaning individual. All behaviors expressed by informants to the extent that providing subjective meaning are social actions that can be shown openly or closely.

Phenomenological theory can be regarded as a variant of the theory of social action that triggered Max Weber, because the phenomenological theory of Alfred Schutz is influential in Europe is still under the umbrella theory of social action [4].

II. RESEARCH METHOD

The subject of the study here is Communication Science Student of UIN Bandung which requires the description of facts and data in the field holistically not to generalize, the descriptive method is used because it has the purpose to systematically describe, factually and accurately about the fact related to the phenomenon being studied. To describe the data and facts in the field as a whole and holistic in this research, the qualitative approach because this research reveals a phenomenon that concerns reality.

Qualitative as, an inquiry process of understanding based on distinct methodological traditions of inquiry the explore a social of human problem. The researcher builds a complex, holistic picture, analyzes words, reports, detailed, views of informant, and conducts the study in natural setting.

The qualitative study there are four techniques for data, ie observation (ranging from nonparticipant to participatory), interviews (ranging from semi structured to open-ended), document (ranging from private to public), audio visual materials (including materials such as photographs, compact disks and videotapes).

III. CONCLUSIONS

Based on observations and interviews to Communication Sciences Student and as informants hence the results of this study can be categorized into five categories namely diversity, support, imitate, sensitivity, and evaluative.

A. Diversity

The diversity of the informants in this study, namely the diversity of knowledge, after watching the show *Mamah dan Aa Beraksi* and Aa in action that aired by this Indosiar, provide a variety of knowledge. That is, the audience and informants not only get one knowledge but a variety of knowledge can be obtained

after watching "*Mamah dan Aa Beraksi*". Kania informant said Mamah Dedeh as the presenter of "*Mamah dan Aa Beraksi*" agenda, can dig the audience in the studio with intelligent, so as to satisfy the curiosity of the audience about many things, so that the variation of knowledge can be obtained after watching Mamah and Aa in action. (Interview with Kania informant).

The informant Yuliani also said that "*Mamah dan Aa Beraksi*" usually raise the theme that is not much in public, for example about the way of Hajj, concerning others related to Islamism. The presenter of the show is what makes this event interesting for me. While watching this event I am very happy with the nature of the presenter who always invites kindness. The groove is good. I feel happy and amused when the presenter takes the show seriously but tucked away his humor. The information also varies so I can get varied information. (Interview with informant Yuliani).

The statement of Kania and Yuliani was supported by Fadly's informant statement which stated, in terms of cognition of the content of the message shown in the event, as the audience is easy to understand because between the presenter and the informant in conveying the information to the audience easily understood by using Talk show (Interview with informant Fadly).

B. Support

The informant views, the support of no other motivation that arises from a spectator thus, the motivation is the emergence of the desire to perform a positive activity after watching the show "*Mamah dan Aa Beraksi*" in Indosiar. Informant Aulia said, at the end of the event the audience is given motivation by the mamah who makes it more interesting than other events. The theme raised at the "*Mamah dan Aa Beraksi*" show very diverse, not only the headline at the time, but also aspects of religious life was participated and discussed. (Interview with Aulia informant).

Lila statement supported by Rozikin informant who stated, the presenter in bringing the show "*Mamah dan Aa Beraksi*" Aa Actions look very relaxed and comfortable so that the source and the audience really enjoy the event. The presence of resource persons, make the presenters and spectators feel amazed of the achievements or journey of his life, while the content presented in the show "*Mamah dan Aa Beraksi*", making the audience very interested in making the audience very motivated and willing to be better again. (Interview informant Rozikin).

Other informants who supported Aulia and Rozikin's statements were Norma, Iqbal and Izzatin. Aulia said, the "*Mamah dan Aa Beraksi*" show can influence the audience in giving motivation and acting. The audience is moved to do something like change their business strategy. The presenter has excellent ability, so it can give motivation to the audience in doing something useful. (Interview with Aulia informant).

C. Imitate

Imitate no other by the term internalization. Internalization is meant by the informant in the research is the desire to be someone who is in the show "*Mamah dan Aa Beraksi*". That is,

the informant is willing to be a presenter or figure of a resource person. The informants included in this sub-category are, Fadly, Yulianti, Riza, Izzatin. Fadly pointed out that Mamah and Aa's events in action can influence the audience in acting, so audience wants to act as described by Mamah Dedeh (Interview with Fadly informant).

Yulianti other informants also argued almost the same as Fadly's informant. Furthermore, the informant Yulianti said that in Mamah and Aa's show, many viewers were amazed by the material presented by Mamah Dedeh besides, making the audience very interested with the material presented by Mamah Dedeh so that the audience wished as described by Mamah Dedeh. (Interview with informant Yulianti).

Riza another informant, said the same statement with two previous informants. According to Riza impressions "*Mamah dan Aa Beraksi*" a show that provides a fairly high level of Islamic education, so not a few people wish as shown in the impressions "*Mamah dan Aa Beraksi*". (Interview with Riza informant).

D. Sensitivity

Sensitivity is meant by the informants in this study is, the sense of care and concern for everyday life that exist in the community, especially related with "*Mamah dan Aa Beraksi*" show. That is, after watching the show "*Mamah dan Aa Beraksi*" inaction Informants feel sensitive to the social phenomenon that occurs in the community.

This sensitivity is at least experienced by Kustian informants. He said, "*Mamah dan Aa Beraksi*" able to bring resource-speakers sometimes be innovative. When viewed from the contents on the "*Mamah dan Aa Beraksi*" show can entertain the audience, creating public opinion with the contents of the presented impressions, by adding a dish of rumors presented by the presenter so as to encourage public attitudes on an issue can also kill a person's character or an object. On the other side of the contents, can make people grow intelligent, critical or even immersed in a destructive mindset. If there is the greatest invisible power today is a television, this medium has become a friend for children, being an entertainer

for mothers who will educate their children. (Interview with Kustian informant).

The emergence of the sensitivity of the informants after watching the "*Mamah dan Aa Beraksi*" show, not apart from the terms of reference owned by each informant, thus does not close the possibility of informants to give an assessment of the "*Mamah dan Aa Beraksi*" show).

E. Evaluative

Evaluative aspect that is often identified with evaluative, is one of the categories in this study. The assessment or evaluative aspect of this study, indicates that all informants provide an assessment of the impressions of "*Mamah dan Aa Beraksi*" aired by Indosiar. Principle, all informants looked at the "*Mamah dan Aa Beraksi*" show is a treat event that can be categorized a positive impressions, even though all informants viewed impressions "*Mamah dan Aa Beraksi*" positive but the reasons given by informants of course different.

Siti Nur Azizah said, "*Mamah dan Aa Beraksi*" have positive values that can inspire the society. This event can be an example for other television stations to create quality talk shows. (Wawancara with Siti informant), while Aulia's information suggests that Mamah and Aa's shows are easily understood by the audience and the contemporary themes (Interview with Aulia informant). According to Izzatin, the show "*Mamah dan Aa Beraksi*" highly qualified, is an interesting alternative to be made show from various age groups in the middle of a chaos show event in the world of television Indonesia.

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