

**THE RELATIONSHIP BETWEEN THE PERCEPTION AND
INTENSITY OF ISLAMIC TELEVISION BROADCASTING ON
MUSLIM STUDENTS' RELIGIOUS UNDERSTANDING**

**(Comparative Study of the Broadcast of the 'Taman Syurga' and 'Kiswah'
Programs Among Students of UUM Malaysia and UINSA Indonesia)**

THESIS

**Submitted in partial fulfillment of the Requirement for the Master's Degree
of Pascasarjana Social (M.Sos) in Islamic Communication Broadcasting**



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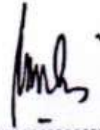
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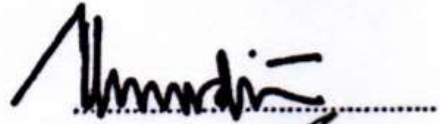
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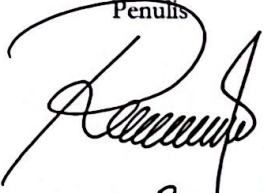
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ABSTRAK

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Penelitian ini membahas pengaruh persepsi dan intensitas siaran televisi Islam terhadap pemahaman agama di kalangan mahasiswa Muslim, dengan fokus pada dua program dakwah: "Taman Syurga" dan "Kiswah" di Universitas Utara Malaysia (UUM) dan Universitas Islam Negeri Sunan Ampel (UINSA) Indonesia. Latar belakang penelitian ini didorong oleh pentingnya peran media, khususnya televisi, dalam membentuk persepsi agama dan meningkatkan pemahaman keagamaan mahasiswa. Tujuan utama penelitian ini adalah untuk mengetahui hubungan antara persepsi terhadap siaran televisi Islam dan intensitas menonton dengan pemahaman agama mahasiswa. Metode yang digunakan adalah pendekatan kuantitatif dengan desain penelitian survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada mahasiswa di kedua universitas, yang kemudian dianalisis dengan menggunakan uji regresi linear berganda. Hasil penelitian menunjukkan bahwa baik persepsi positif terhadap program dakwah maupun intensitas menonton memiliki pengaruh signifikan terhadap peningkatan pemahaman agama mahasiswa. Penelitian ini memberikan kontribusi pada pemahaman bagaimana media dapat berfungsi sebagai sarana pendidikan agama yang efektif di kalangan generasi muda Muslim. Kesimpulannya, televisi sebagai media dakwah berpotensi meningkatkan pemahaman agama mahasiswa, dengan saran agar lembaga pendidikan memperhatikan kualitas program dakwah dan intensitas interaksi keagamaan.

Kata Kunci: *persepsi, intensitas, siaran televisi Islam, pemahaman agama, mahasiswa.*

ABSTRACT

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Thesis Title: The Relationship Between the Perception and Intensity of Islamic Television Broadcasts on Muslim Students' Religious Understanding (Comparative Study of the Broadcast of the 'Taman Syurga' and 'Kiswah' Programs Among Students of UUM Malaysia and UINSA Indonesia)

This study examines the influence of perceptions and the intensity of Islamic television broadcasts on religious understanding among Muslim students, focusing on two religious programs: "Taman Syurga" and "Kiswah" at Universiti Utara Malaysia (UUM) and Universitas Islam Negeri Sunan Ampel (UINSA) in Indonesia. The background of this research is motivated by the significant role of media, particularly television, in shaping religious perceptions and enhancing students' religious understanding. The main objective of this research is to explore the relationship between perceptions of Islamic television broadcasts, viewing intensity, and students' religious understanding. The research uses a quantitative approach with a survey design. Data were collected through questionnaires distributed to students at both universities, and the data were analyzed using multiple linear regression tests. The findings reveal that both positive perceptions of religious programs and the intensity of viewing significantly impact students' religious understanding. This research contributes to understanding how media can function as an effective tool for religious education among Muslim youth. In conclusion, television as a medium for religious outreach has the potential to improve students' religious understanding, with recommendations for educational institutions to focus on the quality of religious programs and the intensity of religious engagement.

Keywords: *perception, intensity, Islamic television broadcasts, religious understanding, students.*

الملخص

الاسم : محمد روزان فكري
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عنوان الأطروحة : العلاقة بين تصور وشدة البث التلفزيوني الإسلامي على فهم الطلاب المسلمين الديني (دراسة مقارنة لبث برامج 'تامان سيورغا' و'كيسواه' بين طلاب جامعة UUM ماليزيا و UINSA إندونيسيا)

تفحص هذه الدراسة تأثير التصورات وشدة البث التلفزيوني الإسلامي على الفهم الديني بين الطلاب المسلمين، مع التركيز على برنامجين دينيين: "تامان سيورغا" و"كيسواه" في جامعة أوتارا ماليزيا (UUM) وجامعة الإسلام نيجري سونان أمبل (UINSA) في إندونيسيا. تستند خلفية هذا البحث إلى الدور المهم للإعلام، وخاصة التلفزيون، في تشكيل التصورات الدينية وتعزيز فهم الطلاب الديني. الهدف الرئيسي من هذا البحث هو استكشاف العلاقة بين تصورات البث التلفزيوني الإسلامي، وشدة المشاهدة، وفهم الطلاب الديني. يستخدم البحث نهجا كميا مع تصميم مسح. تم جمع البيانات من خلال استبيانات وزعت على الطلاب في الجامعتين، وتم تحليل البيانات باستخدام اختبارات انحدار خطي متعددة. تكشف النتائج أن كلا من التصورات الإيجابية للبرامج الدينية وشدة المشاهدة تؤثر بشكل كبير على فهم الطلاب الديني. تساهم هذه الأبحاث في فهم كيف يمكن أن تعمل وسائل الإعلام كأداة فعالة للتعليم الديني بين الشباب المسلمين. في الختام، لدى التلفزيون كوسيلة للتوعية الدينية القدرة على تحسين فهم الطلاب الديني، مع توصيات للمؤسسات التعليمية للتركيز على جودة البرامج الدينية وشدة المشاركة الدينية.

الكلمات المفتاحية: الإدراك، الشدة، البث التلفزيوني الإسلامي، الفهم الديني، الطلاب.

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BOOK

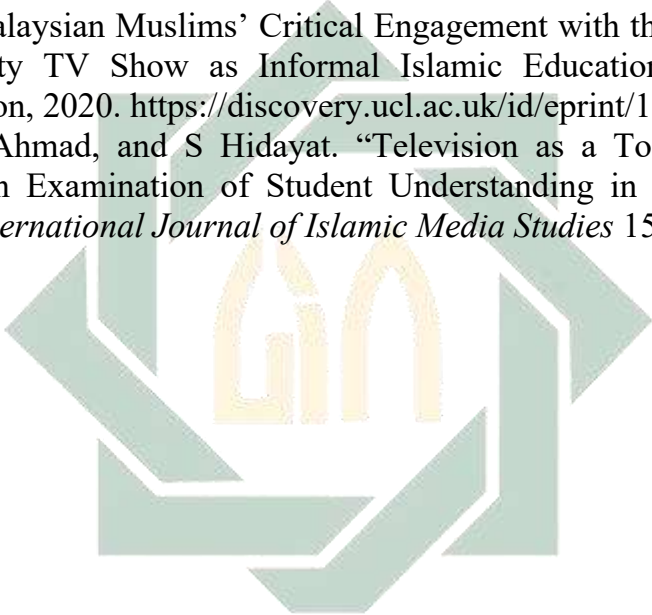
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