THE ISSUES AND PROCESS OF ISLAMIC REALITY TELEVISION PROGRAMMES AND ITS COMPLIANCE TO JAKIM GUIDELINES

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AUTHOR'S DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

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ABSTRAK

Mekanisme dakwah melalui program realiti televisyen Islam merupakan salah satu usaha dakwah untuk mengaktifkan aktiviti dakwah pada era kini. Penyampaian dakwah santai menjadikan intipati dakwah lebih menarik dan mudah diterima oleh masyarakat. Kemunculan pendakwah muda daripada program realiti televisyen Islam ini menyebabkan bidang dakwah diberi nafas baru. Walau bagaimanapun, elemen dakwah yang sentiasa diiringi dengan unsur lawak jenaka dan muzik yang ditonjolkan mencemarkan imej dakwah yang disampaikan. Akibatnya pendakwah muda kini lebih dikenali sebagai '*ustaz selebriti*' berbanding pendakwah. Oleh itu, kajian ini dijalankan untuk mengkaji pendekatan dakwah masa kini melalui program realiti televisyen Islam di Malaysia. Kriteria-kriteria untuk menjadi pendakwah muda yang baik juga dibincangkan di dalam kajian ini. Selain itu, kajian ini menganalisis kandungan program realiti televisyen Islam untuk melihat sejauh mana program tersebut menepati garis panduan yang ditetapkan oleh Jabatan Kemajuan Islam Malaysia (JAKIM). Pendekatan kualitatif telah digunakan melalui kaedah temubual dan analisis kandungan program untuk mencapai objektif kajian. Seramai sepuluh informan telah ditemubual yang terdiri daripada peserta, *murabbi* dan penerbit program realiti televisyen Islam. Selain itu, kandungan program *Da'i Pendakwah Nusantara* musim ke-empat telah dianalisis menggunakan kaedah analisis kandungan dengan membandingkannya berdasarkan instrumen penilaian kepatuhan syariah daripada JAKIM. Secara keseluruhan, kajian mendapati bahawa program realiti televisyen Islam yang menggunakan pendekatan dakwah santai bermanfaat dan mampu menarik penonton untuk lebih mendekati dan menghayati Islam. Kajian ini juga mendapati bahawa program realiti televisyen Islam memberikan sumbangan kepada usaha dakwah kontemporari di Malaysia, selain memberi dimensi baru dalam dakwah kontemporari di Malaysia.

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ABSTRACT

The mechanism of *da'wah* through Islamic reality television programmes is one of the greatest efforts initiated to spur *da'wah* today. The delivery method of *da'wah* in light and leisurely style makes the essence of Islamic message more interesting and accessible to the public. The emergence of young *da'i* from Islamic reality television programmes gives the new dimension of *da'wah*. However, the efforts accompanied by the elements of humour and music can tarnish the image of *da'wah*. As a result, the person who preach the *da'wah* throughout the programme are now known as '*ustaz celebrity*' rather than a *da'i*. This study was conducted to study the current practices of *da'wah* through Islamic reality television programmes in Malaysia. The criteria for becoming a good young *da'i* are discussed in this study. In addition, this study analyses the content of Islamic reality television programmes whether it complied with JAKIM guidelines. The qualitative approach was applied through in-depth interview and content analysis of the program to achieve the research objectives. Ten informants were interviewed including the participants, *murabbi*, and the producers of Islamic reality television programmes. In addition, the fourth season of television programme, namely the *Da'i Pendakwah Nusantara* was analysed through content analysis using the shariah compliance evaluation instruments by JAKIM. Overall, the study revealed that Islamic reality television programmes that apply light and leisurely methodology together with beneficial approach can attract viewers and bring them closer to Islam. The findings also demonstrated that Islamic television reality programmes did contribute to religious efforts and give new dimension to contemporary *da'wah* in Malaysia.

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الملخص

تعتبر آلية الدعوة من خلال برامج تلفزيون الواقع الإسلامي من أعظم الجهود المبذولة لتحفيز الدعوة اليوم، إن طريقة نَشر الدعوة بأسلوب لَطِيف وَ مُمتِع تجعل جوهر الرسالة الإسلامية أكثر تشويقًا اضَافَةً إلى أنَّها مُتَاحَةً للجمهور في كُلِّ وَقت ،كَما أعطى ظهور الداعي الشاب في برامج تلفزيون الواقع الإسلامي بعداً جديداً للدعوة. لكن الجهود المبذولَة المصاحِبَة لعناصر الفكاهة والموسيقى يمكن أن تُسيء لصورة الدعوة ؛ونتيجة لذلك ، فإن الشخص الذي يَقُوم بالدعوة مِن خلال البرنامج الذي يُعرف الآن باسم "الأستاذ المشهور أو الأستَاذ النَّجم" بدلاً من الداعي، وقَد هَدَفَت هذه الدراسة لدراسة الممارسات الحالية للدعوة من خلال برامج تلفزيون الواقع الإسلامي في ماليزيا. كَما تناقش هذه الدراسة المعايير التي تؤهِّل الشَّخص لِيَكون داعيًا شابًا جيدًا، كَما تَسعى هذه الدِّراسَة إلى تحليل محتوى برامج تلفزيون الواقع الإسلامي سواء كانت متوافقة مع إرشادات إدارَة تَطوِير المحتَوى الإسلامي (JAKIM). تم تَنفِيذ هذه الدراسة وِفقاً للمنهج النوعي حَيثُ تَمَّ جَمع بَيانَات الدِّراسَة بِواسِطَة المقابلة المحكَّمَة التي تَمَّ إعدادها و تَحكِيمُها لِهذه الدِّرَاسَة وتحليل المحتوى الإعلامي لِبرامِج تلفزيون الواقع الإسلامي و ذَلِكَ لتحقيق أهداف الدِّرَاسَة. تم إجراء المقابلات مع عشرة مِن الخُبَرَاء من بينهم مشاركون، وتربَوِيُّون وَ مُنتِجو برامج تلفزيون الواقع الإسلامي. بالإضافة إلى ذلك، تم تحليل الموسم الرابع من البرنامج التلفزيوني - *Da'i Pendakwah Nusantara* باستخدام أدوات تقييم الالتزام بالشريعة من قبل إدارَة تَطوِير المحتَوى الإسلامي (JAKIM). بشكل عام، أظهَرَت الدراسة أن برامج تلفزيون الواقع الإسلامي التي تطبق منهجًا لَطِيفاً وَمُمتِعاً جنبًا إلى جنب مع النهج المفيد؛ يمكن أن تجذب المشاهدين وتقربهم من الإسلام، وهذا يثبت أن برامج تلفزيون الواقع الإسلامي ساهمت في الجهود الدينية وأعطت بعدًا جديدًا للدعوة المعاصرة في ماليزيا.

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LIST OF TRANSLITERATIONS

Pronunciation	Transliterated	Isolated	Transcription
أَلِف	ʾĀlif	ا	Ā
بَاء	Bāʾ	ب	B
تَاء	Tāʾ	ت	T
ثَاء	Thāʾ	ث	Th
جِيم	Jim	ج	J
حَاء	Hāʾ	ح	H
خَاء	Khāʾ	خ	Kh
دَال	Dāl	د	D
ذَال	Zāl	ذ	Z
رَاء	Rāʾ	ر	R
زَاي	Zāy	ز	Z
سِين	Sin	س	S
شِين	Shin	ش	Sh
صَاد	Sād	ص	S
ضَاد	Dād	ض	D
طَاء	Tāʾ	ط	T
ظَاء	Zāʾ	ظ	Z
عَينٍ	Ain	ع	ع
غَين	Ghain	غ	Gh

Pronunciation	Transliterated	Isolated	Transcription
فَاء	Fāʼ	ف	F
قَاف	Qāf	ق	Q
كَاف	Kāf	ك	K
لاَم	Lām	ف	L
مِيم	Mim	م	M
نُون	Nun	ن	N
هَاء	Hāʼ	هـ هـ	H
وَاو	Wāw	,	W (Aw, Au, U)
يَاء	Yāʼ	ي	Y (Ay, Ai, ī)
هَمزَة	Hamza	ء أُ إِ أَ	

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LIST OF ABBREVIATIONS

n.a.	no author
n.d.	no date/ no year
p	page
vol	volume
PBUH	Peace Be Upon Him (salutation for Prophet Muhammad)
pp.	pages
RTM	Radio Television Malaysia
S.A.W	*Salla Allah 'alayhwasallam*
S.W. T	*Subhānahuwatā'alā*
TV	Television
USIM	Islamic Science University of Malaysia
JAKIM	Jabatan Kemajuan Islam Malaysia
JAWI	Jabatan Agama Islam Wilayah Persekutuan
MAIWP	Majlis Agama Islam Wilayah Persekutuan
Astro	All-Asian Satellite Television and Radio Operator

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