

## REFERENCES

- Al- Qur'an. (2013). *Al-Quran Word-By-Word Translation & Color Coded Tajweed*. Selangor: Karya Bestari.
- Abdul Aziz Mohd. Zin. (1996). Minhaj Dakwah Masakini: Suatu Pengenalan. *Jurnal Usuluddin*, 3, 77-101. Retrieved from <https://ejournal.um.edu.my/index.php/JUD/article/view/2978>.
- Abdul Basit Abdulrahman. (2014). "Ustaz Selebriti: Ciri-Ciri Pendakwah & Agama". *Majalah I*. (Vol. 140. June). Selangor: Karangraf. pp 18-19.
- Abdul Karim Zaydan. (1975). *Usul al-Da'wah*. 9<sup>th</sup> Edition. Beirut: Resalah Publisher.
- 'Abdullāh Ibn 'Abbās Muḥammad al-Fīrūzabādī. (2007). *Tanwīr al-Miqbās min Tafsīr Ibn 'Abbās*. Amman, Jordan: Royal Aal al-Bayt Institute for Islamic Thought.
- Abdulrahman M. Al-Shami. (2013). Uses and Effects of Religious Programs among Yemeni Audiences. *Jurnal Komunikasi Islam*, 3(2), 180-225.
- Abdus, S. (1996). *Dawah Guide* (First Edit). New Delhi: Bharat Offset Press Delhi.
- Abowd, J. M. (2005). Populations and Sampling Frames, 1–11. Retrieved from <http://www.vrdc.cornell.edu/info7470/2005/LectureNotes/lecture4a-populations-and-sampling-frames.pdf>.
- Adlene, A., & Fauziah, H. (2016). *Da'wah* through Instagram Among Female Muslims Celebrities in Malaysia. *Jurnal Abqari*, 9, 49–62. Retrieved from <http://abqarijournal.usim.edu.my/archives/vol-9-2016/249-da-wah-through-instagram-among-female-muslims-celebrities-in-malaysia>.
- Ahmad Mahmoud. (1995). *The Da'wah to Islam* (First Edit). Lebanon: Al-Waie Publications. Retrieved from [www.khilafah.com%5Cn1415](http://www.khilafah.com%5Cn1415).
- Ahmad, F. A. H. (2013). Seruan Kebangkitan Islam dalam Majalah Pengasuh oleh Tok Kenali dan Za'ba. *Jurnal Usuluddin* (Januari – Jun 2013) 37, 57-81.
- Aini Maznina, A. M., Saodah, W., Rizalawati, I., & Siti Sakinah, L. (2013). The Acceptance of Television Islamic Reality Shows by the Malay Community. *Ulum Islamiyyah Journal*, 10, 93–116.

- Aini, Zulkefli & Suyurno, S.Salahuddin. (2014). Hubungan Antara Pendakwah Dengan Mad'u dalam Komunikasi Insan. *Persidangan Antarabangsa Kelestarian Insan*. Batu Pahat: Universiti Tun Hussein Onn Malaysia. pp 1-13.
- Ainurliza, M. R., Mohd Azmir, M. N., Norazirawati, A., & Nur Kareelawati, A. K. (2012). "Imam Muda" Reality Show: An Analysis of Non-Verbal Communication of Young Imam. *Elixir International Journal*, 43 (February), 6898–6904.
- Alihanafiah. Norasid & Hasbullah b. Salim. (2013). Manhaj Dakwah oleh Syeikh Sa`Id Hawwa dalam Pembangunan Rabbani: Satu Sorotan Ringkas. E- Prosiding Seminar Antarabangsa Dakwah & Pembangunan Insan. Kuala Lumpur: Universtiti Malaya. pp 1-16.
- Al-Qardhawi, Y. (1983). *Thaqafah al-Dai'yah*. Beirut: Muassasah al-Risalah.
- Arab League Educational, Cultural, and Scientific Organization. (1999). "*Al-Mu'jam Al-'Arabi Al-Asasi: Li Natiqin Bi Al-'Arabiyah Wa Muta'alimiha*". Perancis: Larus.
- Arnold, T. W. (1913). *The Preaching of Islam: A History of the Propagation of the Muslim Faith* (second). London: Constable and Company Ltd.
- Aryaan Hirsi, A. (2017). *The Challenge of Dawa Political Islam as Ideology and Movement and How to Counter It* (1st ed.). United States of America: Hoover Institution Press Publication.
- Asef Umar, F. (2006). Peran Generasi Muda dalam Keberlangsungan Pendidikan Islam. *Jurnal Pemikiran Alternatif Pendidikan*, 11(2), 1–12.
- Asyraf Wajdi Dusuki. (2015). "Pendakwah Muda Dinasihati Amal Prinsip Tabayyun". *Sinar Harian*. 25 Ogos.
- Bahri, M. Z. (2016). The Phenomenon of "Celebrity Ustadz" in Indonesia on the Ethics of Dakwahtainment. *International Journal of the Malay World and Civilisation*, 4(1), 15–29.
- Barton, K. M. (2007). The Mean World Effects of Reality Television: Perceptions of Antisocial Behaviours Resulting from Exposure to Competition-Based Reality Programming, Ph.D., 150. Retrieved from <http://search.proquest.com/docview/304871890?accountid=28930>.
- Benaouda, B. (2013). On Islamic Da'wah and Sustainable Development. *World Journal of Islamic History and Civilisation*. 3(2), 48–56.

- Brink, H.I.L. (1993). Validity and Reliability in Qualitative Research. *Curationis*, 16 (2), pp.35-38.
- Chelsea, C. (2013). The “Teen Mom Effect”? Young Adults’ Perceptions of Issue-Oriented Reality Programming and its Educational Impact. University of Nebraska.
- Corbin, J. & Strauss, A. (1990). Grounded Theory Research: Procedures, Canons, and Evaluation Criteria. *Qualitative Sociology*. 13(1). pp 3-21.
- Creswell, J. W. (2003). *Research Design Qualitative, Quantitative and Mixed Methods Approaches*. California: Sage Publications.
- David, L. (2016). "Uses and Gratification Theory," in *Learning Theories*, January 26, 2016, <https://www.learning-theories.com/uses-and-gratification-theory.html>.
- Department of Islamic Development Malaysia. (2015). Guidelines of The Content Materials of Islamic Broadcasting. Volume 4.
- Douglass, S. L., & Shaikh, M. A. (2004). Defining Islamic Education: Differentiation and Applications. *Current Issues in Comparative Education*, 7(1), 5–18. Retrieved from [http://www.worldcat.org/title/definingislamiceducationdifferentiationandapplications/oclc/444707392&referer=brief\\_resultsed](http://www.worldcat.org/title/definingislamiceducationdifferentiationandapplications/oclc/444707392&referer=brief_resultsed).
- Erawati, D. (2016). The Role of Islamic Preachers in Social Construction of Society of Palangka Raya Central Kalimantan Province. *Review of the Islamic Religious Speech Materials*, 21(11), 58–64. <https://doi.org/10.9790/0837-2111015864>.
- Fariza, M. S. (2013). The Approaches of *Da'wah* in Developing Personality of Adolescents. *Advances in Natural & Applied Sciences*, 7(2), 173–178. Retrieved from <http://www.aensiweb.com/anas/2013/173-178.pdf>.
- Fathi Yakan. (1970). *Kaifa Nad 'u Ha al-Islam*. Beirut: Dar al-Hadith.ISH.
- Fikri, S., & Tibek, S. (2014). Nasyid as an Islamic Alternative Entertainment. *IOSR Journal of Humanities and Social Science*, 19, 43-48.
- Fusch, P. I., & Ness, L. R. (2015). Are We There Yet? Data Saturation in Qualitative Research, *The Qualitative Report* 2015, 1, 20(9), 1408–1416.

- Gentles, S. J., Charles, C., Ploeg, J., & Mckibbin, K. A. (2015). Sampling in Qualitative Research: Insights from An Overview of The Methods Literature. *The Qualitative Report*, 20(11), 1772–1789. <https://doi.org/10.4135/9781412950589.n885>.
- Ghazali M. A., Nor Farahanum N. A., Nurul Izzati A. M. N. (2017). Program Realiti TV Dakwah: Analisis Penerimaan Golongan Muda Terhadap Teknik Penyampaian Dakwah Program Pencetus Ummah. Proceeding of the 4th International Conference on Management and Muamalah 2017 (ICoMM 2017). 7 – 8 November. pp 1-9. Putrajaya.
- Golafshani, N. (2003). Understanding Reliability and Validity in Qualitative Research. *The Qualitative Report*, 8(4), 597-606. Retrieved from <http://www.nova.edu/ssss/QR/QR8-4/golafshani.pdf>.
- Gooch, L. (2010, July 28). A Reality Show Where Islam Is the Biggest Star. *The New York Times*. [https://www.nytimes.com/2010/07/29/world/asia/29imam.html?\\_r=2&hpw](https://www.nytimes.com/2010/07/29/world/asia/29imam.html?_r=2&hpw).
- Haidir Fitra, S., Mustari, & Fauziah, A. (2016). The Position of *Da'wah* Messages and Ethics in Malaysian and Indonesian Television Programs. *Journal of Communication*, 32(2), 749–769.
- Halimatusa, I. (2012). Religious Celebrity: The Metamorphosis of Islamic Preachers in Indonesia. *Indo-Islamika*, 2(1), 1–16.
- Hall, A. E. (2009). Perceptions of The Authenticity of Reality Programs and Their Relationships to Audience Involvement, Enjoyment, and Perceived Learning. *Journal of Broadcasting and Electronic Media*, 53(4), 515–531. <https://doi.org/10.1080/08838150903310468>.
- Hancock, B, Ockleford, E, Windridge, K. (2009). *An Introduction to Qualitative Research*. Nottingham: National Institute for Health Research.
- Haryati, A. K. (2013). Audience Reception of Reality Television Show ‘Imam Muda’: Contradictions and Contested Religious Identities Among Young Malaysian Muslims. *Jurnal Kinabalu*, 19, 185–204.
- Hasrizal Abdul Jamil. (2014). “Keghairahan Menjadi Selebriti Agamawan”. *Majalah I*. (Vol 140. June) Selangor: Karangraf. pp 20-21.
- Hayatullah, L. (2014). Conception of Society and Its Characteristics from an Islamic Perspective. *International Journal of Islamic Thought*, 6 (Dec), 12–25.

<http://go.television3.com.my/dai/>. 18 October 2015.

<http://www.astrogempak.com.my/salammuslim/pencetusummah>. 19 October 2015.

Ibnu Katsir. (1998). *Tafsir Al-Quranil Azim*. Beirut: Dar Al-Kutub Al-Ilmiah.

Ikoro, E., Omessah, C., & Ekevere, F. (2015). Reality Television or Television Reality Shows: Forms, Genres and Modes. *Global Education Research Journal*, 3(11), 383–388.

Jähnichen, P. G. (2012). Al- Ghazali's Thoughts on the Effects of Music and Singing upon the Heart and the Body and their Impact on Present-Day Malaysian Society Introduction – Some Thoughts on the Musical World before the Expansion of World Religions. *International Journal of Humanities and Social Science*, 2 (9), 115–123.

Jamil, F. (2014). The Sociological Approach to Islamic *Da'wah* Pendekatan Sosiologikal Dakwah Islam. *Journal of Islam in Asia*, 10(3), 202–217. Retrieved from <http://journals.iium.edu.my/jiasia/index.php/Islam/article/view/442>.

Juliana Abdul Wahab. (2010). Malaysian Reality Television: Between Myth and Reality. *Jurnal Komunikasi; Malaysian Journal of Communication*, 26(2), 17–32.

Jupiter, H. (2019, July 11). Transformasi Rancangan Agama Di Malaysia Semakin Baik. Retrieved from <https://apakataorang.com/transformasi-rancangan-agama-di-malaysia-semakin-baik/>.

Katz, E. (1959). Mass Communications Research and the Study of Popular Culture: An Editorial Note on a Possible Future for This Journal. *Studies in Public Communication*, 2 1-6. Retrieved from [http://repository.upenn.edu/asc\\_papers/165](http://repository.upenn.edu/asc_papers/165).

Katz, E., Blumler, J. G., & Gurevitch, M. (1973-1974). Uses and Gratifications Research. *Public Opinion Quarterly*, 37(4), 509–523. <https://doi.org/10.1086/268109>

Katz, E., Gurevitch, M., & Haas, H. (1973). On the use of the mass media for important things. *American Sociological Review*, 38(2), 164–181. <https://doi.org/10.2307/2094393>.

Keyton, J. (2006). *Communication Research Asking Questions, Finding Answers*. 2<sup>nd</sup> Edition. New York: McGraw-Hill.

- Khatijah Othman. (2015). "The Influence of Dakwah Islamiyyah towards Individual and Society & Personality of *Da'i*". Talk. 8 December.
- Kothari, R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age International (P) Ltd.
- Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology*. 2<sup>nd</sup> Edition. United States of America: Sage Publications.
- Leung, L. (2015). Validity, Reliability, and Generalizability In Qualitative Research, *Journal Family Medicine and Primary Care*. 2014y5 Jul-Sep; 4(3): 324–327. Retrieved from <https://doi.org/10.4103/2249-4863.161306>.
- Lundy, L. K., Ruth, A. M., & Park, T. D. (2008). Simply Irresistible: Reality Television Consumption Patterns. *Journal of Communication Quarterly*, 56(2), 208–225. <https://doi.org/10.1080/01463370802026828>.
- MacDonald, D.B. (1901). Emotional Religion in Islam as affected by Music and Singing. Being a Translation of a Book of the *Ihya' Ulm ad-Din* of al-Ghazali with Analysis, Annotation and Appendices. *Journal of The Royal Asiatic Society of Great Britain and Ireland*, 4 (1) pp. 195-252. {<https://www.ghazali.org/articles/gz-music.pdf>}.
- Mariam, A. M., & Guleng, P. M. (2016). Masjid dan Aplikasi Pendekatan Dakwah Terhadap, *Jurnal Hadhari*, 8(1). pp 31-48.
- Mashitah Sulaiman. (2016). Islamic Resurgence and Religiosity among the Malay Middle and Low Income Classes in Selangor and Kuala Lumpur, 1977-2014. PhD. Thesis. University of Malaya, Kuala Lumpur.
- Maszlee Malik. (2014). "Hormati Disiplin Ilmu". *Majalah I*. (Vol 140. June). Selangor: Karangraf . pp 22-23.
- Mazni, B., & Rizalawati, I. (2011). Islamic Programs In Malaysian Free-To-Air Television Channels. *International Conference on Islamic Civilization and Malay Identity*, 1–25.
- Md Rozalafri, J., & Megat Al-Imran, Y. (2014). Menyubur fikrah Islam Penerbit Rancangan Television Islamik: Suatu Sorotan Pandangan Dunia dan Falsafah Universiti. E-proceedings of the Conference on Management and Muamalah (CoMM 2014), 26-27 May 2014. (pp. 978–983). Selangor.

- Md Rozalafri, J., & Megat Al-Imran, Y. (2014). Rancangan TV Islamik: Membawa Madrasah Kepada Masyarakat. *Proceeding on International Conference of Exhibition and Islamic Education (ICIED2014)*. 31 May – 2 June. pp 1-11. Kelantan.
- Md Rozalafri, J., Nor Azura, A., & Megat Al-imran, Y. (2014). The Political Economy of Shariah Compliant Ads on TV Al Hijrah. *Procedia - Social and Behavioral Sciences*, 155(October), 454–459. <https://doi.org/10.1016/j.sbspro.2014.10.321>.
- Md Rozalafri, J., Rosya, I. F., Nor Azura, A., Megat Al-Imran, Y. (2018). Sejarah Penyiaran TV Islam Di Bawah Pengaruh Ekonomi Politik Malaysia. *Conference Proceeding on 7th International Seminar on Nusantara Heritage (7TH ISONH 2018)*. 23 October. pp 1 – 19. Kelantan.
- Mehrad, Jafar & Tajer, Pegah. (2016). Uses and Gratification Theory in Connection with Knowledge and Information Science: A Proposed Conceptual Model. *International Journal of Information Science and Management*, 14, 1-14.
- Michelle, C. (2009). Recontextualising Audience Receptions of Reality Television. *Journal of Audience & Reception Studies*, 6(9), 137–170. Retrieved from <http://www.participations.org/documents/michelle.pdf>.
- Mingant, N. A. (2014). ‘Not a Terrorist’: The Representational Alternative of Reality Television in All-American Muslim. *CINEJ Cinema Journal*, 3 (1). Retrieved from <https://doi.org/10.5195/cinej.2013.74>.
- Mirza, M. F. (2017). Imam-Al-Gazzali (As an Educational Thinker). *International Journal of Advanced Education and Researchs*, 2(3), 85–86.
- Miswan, M. S. B. M. (2018). The Goal of Islamic Based Broadcasting Philosophy. *International Journal of Academic Research in Business and Social Sciences*, 8(5), 922–930.
- Mohamad Muhidin, P. W., & Zaharah, H. (2014). Directed Content Analysis of Imam Muda. *Online Journal Islamic Education*, (Special issue of ICIED 2014), 1–10. Retrieved from [www.o-jie.um.edu.my](http://www.o-jie.um.edu.my).
- Mohamad Zulkifli, A. G., Abdul Ghafar, D., Adawiyah, I., & Abu, D. (2016). Adab Ikhtilaf dalam Dakway Islamiyah. *Al Hikmah*, 8(2), 148–165.
- Mohd Shaffie. (1991). *Metodologi Penyelidikan edisi ke-2*. Bangi: Penerbit Universiti Kebangsaan Malaysia.

- Mohd, H. (2016). Da' wah in the Modern Age: Strategies against Extremism and Fundamentalism Model, *Jurnal Sultan Alauddin Sulaiman Shah*, 3 (2) pp 251–256.
- Mubasyaroh. (2014). *Da'wah Model of Prophet Muhammad in Madina*. *Qudus International Journal of Islamic Studies*, 2(1), 47–62.
- Muhammad Saiful Alam (2015). The Da'i-Mad'uw Approach to Religious Rehabilitation: *International Centre for Political Violence and Terrorism Research Stable*, 7(3) (April 2015), pp. 21 25: <https://www.jstor.org/stable/10.2307/26351338>.
- Mulkan, D. (2014). Islamic Preaching (da'wa) Potrait in Television. *The International Journal of Social Sciece*, 19 (1), 55–64. Retrieved from <http://www.tijoss.com/19 volume/6dede.pdf>.
- Mullings, N. (2012). Reality Television and Its Effect on the Academic Achievement of Inner-City High School Students, (August). <https://doi.org/10.1017/CBO9781107415324.004>.
- n.a. (2013, June 7). Pencetus Ummah Sambung Kejayaan Imam Muda. *Astro Awani*. <https://www.astroawani.com/berita-hiburan/pencetus-ummah-sambung-kejayaan-imam-muda-15858>.
- n.a. (2014, November 5). Dakwah Pencetus Ummah Dekati Masyarakat. *Astro Awani*. <https://www.astroawani.com/berita-hiburan/dakwah-pencetus-ummah-dekati-masyarakat-47731>.
- n.a. (2015, 13 March). Mufti Perak Tegur Ust Selebriti. *Sinar Harian*. <https://www.facebook.com/SinarHarian/posts/mufti-perak-tegur-ustaz-selebriti-shnasiona/10153179385164883/>.
- n.a. (2018, December 5). Ustaz Selebriti Perlu Beramanah, Berdisiplin. *Astro Awani*. <https://www.astroawani.com/berita-malaysia/ustaz-selebriti-perlu-beramanah-berdisiplin-mujahid-192873>
- Nabi, R. L., Biely, E. N., Morgan, S. J., & Stitt, C. R. (2003). Reality-Based Television Programming and the Psychology of Its Appeal. *Media Psychology*, 5(4), 303–330. [https://doi.org/10.1207/S1532785XMEP0504\\_01](https://doi.org/10.1207/S1532785XMEP0504_01).
- Narwal, M., & Arora, G. (2012). Societal Perception of Reality Shows. *International Journal of Marketing & Business Communication*, 1(3 de julio), 11–23. Retrieved from

<http://search.proquest.com/docview/1478016476/810E388CE9524790PQ/1?accountid=28391>.

Noble, H. & Mitchell, G. (2016). What is Grounded Theory? Evidence Based Nursing. 19. ebnurs-2016. 10.1136/eb-2016-102306.

Nofal, N. (2000). *Al-Ghazali: Prospects*. The Quarterly Review of Comparative Education, Vol. XXIII, No. 3 / 4, 519-542. UNESCO: International Bureau of Education.

Noraini I. (2016, May 25). Program Realiti TV Bantu Perluas Mesej Dakwah. *Berita Harian*. <https://www.bharian.com.my/bhplus-old/2016/05/157116/program-realiti-tv-bantu-perluas-mesej-dakwah>.

Novia Ika, S., Sri Hastjarjo, & Nora Nailul Amal. (2013). Penggunaan Media Sosial Sebagai Sarana Komunikasi bagi Komunitas. *Komunikasi*, 1–17. Retrieved from <https://abdulkaharkimia.files.wordpress.com/2013/12/jurnal-novia-ika.pdf>.

Nur Aina, M. Y., Nur Fatin, H., Mohd Shauqi, M., & Md Rozalafri, J. (2013). Tekno-daie: Peranan & Cabaran Daie di Alam Maya. *Bicara Dakwah Kali-14*. 8 Oktober 2013. Universiti Kebangsaan Malaysia.

O'Connor, H & Gibson, N. (2017). A Step-By-Step Guide to Qualitative Data Analysis. Pimatisiwin. *A Journal of Aboriginal and Indigenous Community Health*, 1, 63-90.

Osama, K., & Zulkiple, A. G. (2015). Islamic Television Programs: Content and Format Revisited. *'Ulum Islamiyyah Journal*, 16, 169–185.

Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research. *Administration and Policy in Mental Health*, 42(5), 533–544. doi:10.1007/s10488-013-0528-y.

Pang, H. (2016). Understanding Key Factors Affecting Young People's WeChat Usage: An Empirical Study from Uses and Gratifications Perspective. *International Journal Web Based Communities*, Vol. 12, No. 3, pp. 262-278.

Patton, M. (1990). *Qualitative Evaluation and Research Methods*. Beverly Hills, CA: Sage.

Poston, L. (1992). *Islamic Da'wah in the West*. New York: Oxford University Press.

- Ramli, M., & Sharifah Nadiah, S. M. (2010). The Basic Desires of Malaysian Audience in Watching Reality Television: The Case of Akademi Fantasi. *Jurnal Pengajian Media Malaysia*, 9(1), 33–46.
- Reiss, S., & Wiltz, J. (2004). Why People Watch Reality Television. *Journal of Media Psychology*, 6(4), 363–378. [https://doi.org/10.1207/s1532785xmep0604\\_3](https://doi.org/10.1207/s1532785xmep0604_3).
- Ridhuan Tee Abdullah. (2014).” Fenomena Astizah Segera”. *Sinar Harian*. 21 April. Retrieved from: <http://www.sinarharian.com.my/kolumnis/ridhuan-teeabdullah/fenomena-asatizah-segera-1.272574>.
- Rosli, M. (2015). The Impact of Character Branding Through Media: A Case Study Of TV Al- Hijrah’s Ustaz Celebrity Programme The Impact of Character Branding Through Media: A Case Study of TV Al- Hijrah’s Ustaz Celebrity Programme. *Journal of Islamic Research*, 9(2), 88–105. <https://doi.org/10.7146/tifo.v9i2.25354>.
- Rozita, A., Rosidayu, S., Mohd Faizal, K., Mohd Yahya, M. A., Kamaluddin, N. M., & Noor Adzrah, R. (2019). Polarized Muslim Audiences in Malaysia. *Journal of Social Sciences and Humanities*, 16(1), 1–13.
- Said Hawwa. (2009). *Kay La Namdi Ba`idan `An Ihtiyajat al-`Asr*, c. 5. Kaherah: Dar al-Salam li al-Tiba`ah wa al-Nashr wa al-Tawzi`.
- Saadah, W., Rizalawati, I., Zakirah, A., & Sakinah, L. S. (2012). Extended Hierarchy of Effect Model and its Application on Islamic Reality Shows towards Malay Community in Malaysia. *Irep.Iium.Edu.My*, 121.<https://doi.org/10.1177/1750481312457500>.
- Sapra, I. (2014). Reality Shows and Its Impact. *Journal of English Language and Literature*, 3(1), 15–17.
- Sayyid Qutb. (2003). *Fi Zilalil Quran* (Terjemahan). Jakarta: Gema Insan Press.
- Shehu, Fatmir. (2017). Methodology of Prophetic. *Journal of Education and Social Science*, 6 (February), 9–17.
- Shuhari, M. H., Hamat, M. F., Ismail, M. S., Jaffar, Y., Mustafa, M. F., & Abdullah, M. S. (2018). Elements of Integrity within Muslim Individuals According to the Thought of al-Ghazali. *International Journal of Academic Research in Business and Social Sciences*, 8(10), 270–278.

Siti Rugayah, T., Jawiah, D., Zamri, A., Fariza, M. S., Wan Fariza Alyati, W. Z., Abdul Ghafar, D., ... Ghani. (2012). The Islamic value in Malaysian television drama on Channel 1. *Advances in Natural and Applied Sciences*, 6(4 SPL.ISS. 3), 552–560. Retrieved from <http://www.scopus.com/scopus/inward/record.url?eid=2s2.084876724067&partnerID=7tDmEqzL&rel=3.0.0&md5=b9bc7d8c5714ec5ccb79aa1706fdf3a>.

Sofjan, D., & Hidayati, M. (2013). *Religion and Television in Indonesia: Ethics Surrounding Dakwahtainment*. (C. Stuckelberger, Ed.), Switzerland: Globalethics.net. Retrieved from [www.globethics.net](http://www.globethics.net).

Suáidi, S. (2007). Practical Da'wah Methodology in Modern Context. International Da'wah and Youth Seminar.

Syahrul Faizaz, A., Azizah, O., & Solahuddin, I. (2006). Kefahaman Tentang Konsep Asas Dakwah Islamiah dan Metodologi Dakwah Islamiah di Kalangan Pelajar-pelajar Institut Agama Islam Kedah (INSANIAH). Kuala Lumpur.

Syarrizuan A. R. (2016, 14 October). 4.2 Juta Penonton Saksikan Pentas Akhir Da'i Di TV3. *Berita Harian*. <https://www.bharian.com.my/taxonomy/term/8/2016/10/202142/4>  
2 -juta-penonton-saksikan-pentas-akhir-dai-di-tv3.

Syed Muhammad Dawilah, al E., & Mohd Lufti, S. (2009). Peranan ICT Dalam Penyebaran Dakwah dalam Era Globalisasi. Seminar Kebangsaan Dakwah Islamiah Di IPT Dan Komuniti, 1–27.

Tengku Siti Aisha, T. M. A., & Aini Maznina, A. M. (2017). Following Islamic Reality Show Personalities on Twitter: A Uses and Gratification Approach to Understanding Para Social Interaction and Social Media Use. *Intellectual Discourse*, 25 (Special Issue), 637–659.

Tengku Siti Aisha, T. M. A., & Aini Maznina, A. M. (2018). Religiosity and Its Impact on Twitter Use and Viewing of Islamic Reality Television Shows among University Students in Malaysia. *Journal of Islam in Asia*, 15 (3), 356–382.

Thomas, E. (2000). “Uses and Gratifications Theory in the 21st Century”. *Journal of Mass Communication & Society*, 3(1), 3–37.

Thomas, J., Nelson, J. & Silverman, S. (2015). *Research Methods in Physical Activity-7th Edition*. Canada: Human Kinetics.

- Tongco, D. (2007). "Purposive Sampling as a Tool for Informant Selection". *Journal of Plants, People and Applied Research*. No. 5. pp147-158.
- Toriman, M. E. (2012). Nature of Islamic *Da'wah* in Malaysia. *Advances in Natural and Applied Sciences*, 6(4), 572-574.
- Watson, J. & Hill, A. (2006). *Dictionary of Media and Communication Studies*. London: Hodder Education.
- Wei, R., & Tootle, C. (2002). "Gratifications of Reality Show Viewing: Antecedents and Consensuses". Paper presented to the AEJMC 2002 convention, Miami Beach, FL.
- Weiland, S., & Dunbar, K. (2016). What's Real about Reality Television? *Journal of Mass Communication & Journalism*, 6(03), 5-7. <https://doi.org/10.4172/2165-7912.1000308>.
- Whiting, A. Williams, D. (2013). Why People Use Social Media: A Uses and Gratifications Approach. *Qualitative Market Research: An International Journal*. 16 (4), 2013. pp. 362-369.
- Wise, L. (2003). 'Words from the heart': New Forms of Islamic Preaching in Egypt, Forms of Islamic Preaching in Egypt. Master Thesis. Oxford University. 1-86.
- YADIM. (2018, January 15). Bulan Dakwah. Retrieved from <https://www.yadim.com.my/v2/bulan-dakwah/>.
- Yount, Rick (2006). *Research Design and Statistical Analysis in Christian Ministry*. 4<sup>th</sup> Edition. Fort Worth, Texas: 2 Southwest Baptist Theological Seminary.
- Yousif, A. F. (2004). Islamic Revivalism in Malaysia: An Islamic Response to Non-Muslim Concerns. *The American Journal of Islamic Social Sciences*, 21(4), 30-56.
- Yusri Mohamad. (2014). "Akhlak Diutamakan Bukan Sekadar Ilmu". *Majalah I*. (Vol 140. June.) Selangor: Karangraf. pp 20-21.
- Zabedah, S., Shariff, M., Mara, U. T., & Alam, S. (2012). Regulating Content in Broadcasting, Media and the Internet: A Case Study on Public Understanding of their Role on Self-Regulation Faculty of Communication and Media Studies. *International Journal of Humanities and Social Science*, 2(23), 140-150.
- Zarina, Z., & Faisal, I. (2010). Debating Asian Values: A Case Study of Malaysian Reality Television Shows. *SEGi Review*, 3(1), 34-44.

Zeinab Hassan Ashry. (2017). *A Guide to Giving Dawah to Non-Muslims*. Kuwait: Islamic Presentation Committee.

Zulkipl Abdul Ghani (2014). Fiqh Broadcasting: A Comparative Study of Television Program Production in Malaysia and Iran. *Advances in Natural and Applied Sciences*, 8(April), 286–290.

Zulkipl Abdul Ghani (2019). *Ekosistem Dakwah dalam Era Digital*. Nilai: Penerbit USIM.

