

Radio Islam dalam perspektif industri budaya : studi kasus kebertahanan artikulasi ideologi Islam Radio MQ 102.7 FM Bandung periode 2001-2011 = Islamic radio in culture industry perspective : a study on survivality of the Islamic ideology articulation of MQ 102.7 FM Radio Bandung in periode of 2001-2011

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Abstrak

Penelitian kualitatif berdesain deskriptif ini memaparkan tentang realita kebertahanan artikulasi ideologi subordinat di hadapan dominasi kapitalisme di pasar Industri Budaya. Setelah meninjau baik aspek bisnis maupun ideologis, penelitian ini menemukan bahwa MQFM berhasil mempertahankan eksistensi bisnisnya dengan tetap mengedepankan idealisme ideologisnya. Secara mikro, kebertahanan ini di bangun di atas fondasi ideologisasi yang terbagi menjadi empat lini : landasan berdiri, budaya organisasi, formulasi program, dan pembangunan jaringan. Sedangkan, secara makro hal tersebut merupakan implikasi dari ketidakstabilan hegemoni dan eksistensi agen dalam tubuh MQFM sendiri.

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This descriptive designed qualitative research explains the reality arounds survivality of subordinat ideology articulation in front of capitalism domination in Culture Industry market. By considering the aspects of bussiness and ideologist, this research finds out that MQFM successes in maintaining it?s bussiness existence by also maintain it?s ideologic idealism. In minor scope, this survivality is formed on the foundation of ideologization which devides into four lines : foundations, organization culture, program formulation, and network building. In major scope, it comes as an implication of hegemony unstability and the agent existence from MQFM itself.