

Pengaruh faktor-faktor psikografis terhadap discrepancy realitas subyektif khalayak tentang Islam dan realitas simbolis Islam dalam sinetron religi

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Abstrak

This research focussed on TV series, to reveal possible discrepancy between Islam as audience's subjective reality that portrayed on TV series studied. Further, this study all seeks to determine psychographical factors that may contribute to the discrepancy. This study followed Berger and Luckman's social construction of reality as its analytical framework and applied path analysis as its main method of analysis. Findings of study shows that there is discrepancy between audience's subjective reality of Islamic and symbolic reality appeared on religious TV film series. IT also suggests that the consumption of the program doesn't affect the audiences's perception on Islamic symbolic reality.