



Muslim Society's Desensitization to the Quality of Infotainment Programs on Television

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Abstract

This study examines the desensitization of Muslim society towards the quality of infotainment on television. Although the results of the KPI survey stated that infotainment broadcasts on television were considered to be of poor quality, the reality is that they persist and are in demand. Based on the theory of value and expectation, audiences tend to consume media content when their expectations are met repeatedly. This field research uses a mixed method with a quantitative approach to test the level of desensitization. The respondents also serve as informants as data in qualitative research to determine perceptions, influencing factors, and consumption patterns of infotainment. The sample was a purposive sampling of 47 Muslims in Pekalongan with instruments adopted from the KPI survey. Data analysis used regression analysis and value and expectation theory. Desensitization in this study can be interpreted in two forms: (1) hypothesis, the audience is aware of the low quality of infotainment but still watches it, or (2) findings, the audience considers infotainment to be of good quality but rarely watches it. Compared to the national and quantitative KPI survey, this study focuses on the Muslim society in Pekalongan using a mixed-method approach. The results show that the majority of Muslims in Pekalongan still watch infotainment solely for entertainment, not because of its quality.

Keywords: Desensitization; Perception; Audience; Television; Media

Introduction

Amidst the rapid development of digital media, television in Indonesia still has an essential role as a medium for entertainment and information. Television stations are responsible for presenting quality programs, but the public considers infotainment shows do not provide educational or positive benefits. The results of the 2018 KPI survey showed that infotainment programs were declared to be of poor quality but were still watched and in demand by the public (mediaindonesia.com, 2018). Pandjaitan noted that television programming tends to

be uniform and ignores quality to get ratings. (Pandjaitan, 2006). As noted in other studies, the higher the popularity of an artist, the more excellent the opportunity to commodify someone's private content as a business opportunity in the broadcasting industry (Kurnia Alysia A., 2023).

This phenomenon shows that those considered poor quality survive and get high ratings to defend their existence amidst the onslaught of new media (Abdullah & Puspitasari, 2018). Television as a company needs to balance the quality of the show's substance and the achievement of high

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ratings. Ideally, television needs to survive but remain responsible by presenting quality programs that positively impact its viewers, as mandated in Law on Broadcasting No. 32 of 2002.

This study examines the phenomenon of public desensitization to the quality of infotainment programs, especially in the Muslim community in Pekalongan. Desensitization in this context refers to the audience's insensitivity to the low quality of infotainment programs. However, they still watch them even though the public knows the programs are not good quality. In the context of media as a tool for preaching, it is relevant to prioritize the values of goodness and prevent evil (Majid, 2020). The Value and Expectation Theory (Nasrullah, 2021) is the basis for explaining this phenomenon. It holds that the audience will continue to consume media if their expectations are met, even though they are related to entertainment alone.

The previous study (Abdusshomad, 2021; Karina, 2014) identified infotainment characteristics in Indonesia that are full of sensation and gossip. It leads to harmful content (immorality) that discusses public shame and scandal. From the results of previous studies, it was found that there was a significant influence on watching Infotainment programs on television on the perception of homemakers about the phenomenon of divorce in Limbungan Village, Rumbai Pesisir District, Pekanbaru City (Anissa, 2016). This study proves that the negative impact of bad shows can affect viewers. It is reinforced by the survey results, which state that the impact of infotainment shows that present negative content, such as divorce, results in public perception becoming accustomed to watching negative events and can cause social

problems in the future (Hasmira, 2013). The study (Holilah, 2021) stated that television has the potential for negative consequences of carrying out the same behavior in addition to positive impacts.

It causes the audience to tend to normalize harmful content. There is a need for attention to the quality aspect of television programs as part of the da'wah process to broadcast messages of virtue or good influence and prevent evil or negative impacts.

However, studies on audience desensitization to the quality of infotainment programs, as far as researchers have searched, have not existed, even though the programs are considered not educational. This study examines how Muslim society in Pekalongan perceives the quality of infotainment and the reasons for continuing to consume it even though it is not of good quality. The audience is positioned not only as users of media products but also plays a role in producers of meaning (Macharani, 2023).

This research employs a combination of methods to achieve a more comprehensive understanding of the phenomenon. The quantitative approach is utilized to assess the presence of audience desensitivity through the administration of surveys, while the qualitative approach is employed to investigate the perceptions, influencing factors, and consumption patterns of infotainment shows among respondents who are selected by purposive sampling. The objective of this research is to provide insight into the mechanisms of opinion formation and audience behavior in the context of infotainment.

This study is essential to see how desensitization to the quality of television shows can affect media consumption patterns

among Muslim communities in Pekalongan. The Value and Expectation theory in this study is used to explore audience expectations of infotainment shows and how this can lead to the phenomenon of desensitization. The results of this study are expected to contribute to understanding the dynamics of infotainment consumption in Indonesia and how the media can play a more effective role in conveying positive messages and *da'wah*. As stated in Wahid's research, *da'wah* through television is an effort to transform *da'wah* messages by optimizing the potential to present reality to the audience and can directly impact the attitudes and behavior of its viewers (Wahid, 2015).

Based on the urgency above, it is necessary to research the desensitization of Muslim society towards the quality of infotainment programs on television.

Method

This research is field research method, namely a quantitative and qualitative approach (Subagyo, 2020). It began with quantitative data collection through a survey of 47 respondents from the Muslim community of Pekalongan who were selected by purposive sampling to determine their perceptions of the quality of infotainment broadcasts on television. 47 television viewers aged 17-52 years from the Pekalongan area. The selection of the sample also took into account the demographic side of the population, which tends to have relatively balanced gender differences and is also known as the center of the batik industry and trade so that from the aspect of work, the average community from an economic perspective is productive, not unemployed. The 33-item

instrument items were adopted from the KPI (Indonesian Broadcasting Commission) survey instrument. From the results of the validity and reliability test of the 33 questionnaire items, the results of the 33 items declare valid and passed the reliability test. The questionnaire distributes on television to data sources from the infotainment audience. Quantitative data analysis used regression analysis with the SPSS program.

Furthermore, online interviews were conducted with informants who were also respondents from previous quantitative data sources. This qualitative research was used to validate quantitative results and explain unexpected findings that emerged in this study. In addition, to find out aspects that cannot describe with numbers related to perception, factors that influence and audience desensitization to the quality of television shows as a response to the continued existence of infotainment programs on television. This research data was taken in 2022 to explore quantitative data related to audience perceptions of the quality of television shows and behavior in watching television. From these data, the researcher then describes qualitative data that is analyzed using value expectation theory regarding the desensitization of Muslim society to the quality of infotainment programs on television media by looking at the gap between the perceptions inherent in the audience and the behavior of watching television programs.

Overall, the data collection techniques in this qualitative research use questionnaires, interviews, and documentation.

Result

Audience Desensitization

Sensitivity is often associated with physical conditions when receiving a response. In the Big Indonesian Dictionary, sensitivity is fast receiving stimuli or sensitivity (kbbi.web.id, n.d.). Response sensitivity, according to Simamora (2003:201), is the level of response change due to stimuli changes (Istiqomah, Hidayah & Za, 2023). Response sensitivity formulates as follows:

$$Sr = \frac{\% \Delta R}{\% \Delta S}$$

where Sr: Sensitivity of response, ΔR : Response change, and ΔS : Stimuli change

Sensitivity can be understood as a response to certain stimuli (Istiqomah, Hidayah & Za, 2023). The response can be a positive response or a negative response. In the context of *amar ma'ruf nahi munkar*, a positive response expects to be the response to something ma'ruf. Conversely, a negative response expects stimuli that contain munkar.

Desensitization comes from the word sensitivity, which begins with the prefix "de" in English, which means opposite, reverse, remove, reduce, get off (opposite or reverse) (Mukhibat, 2014). So, the definition of desensitization is a condition of response to stimuli that does not match the expected response. Desensitization can be understood as a person's insensitivity to the conditions of the surrounding environment. The insensitivity that occurs is physical and emotions and feelings. In this study, the desensitization in question is the insensitivity of the audience/ audience to the quality of television shows. Sensitivity often refers to research related

to buyer responses to products. However, in this study, sensitivity can be explained as a condition that shows sensitivity or changes in awareness of a program/ product/ environmental phenomenon that influences its behavior in meeting its needs.

The operational definition of the variables to studies is as follows.

- a. sensitivity is the level of response change due to the quality of television broadcasts.
- b. Audience response is the reaction caused by the quality of television broadcasts, namely infotainment programs that are stated to be of poor quality.
- c. The quality of television broadcasts that focus on infotainment broadcasts, which are, in fact, broadcasts that are not of good quality, as shown by the following indicators:
 - 1) Audience awareness that infotainment is a television program that does not need to watch.
 - 2) Audience knowledge about the quality of infotainment broadcasts on television is in the low-quality category.
 - 3) The level of audience liking for infotainment on television becomes favorable.
 - 4) The audience's tendency towards the level of selection of infotainment shows.
 - 5) The audience's actions in watching infotainment shows on television.

Meanwhile, desensitization interpret as a condition of decreasing or even losing sensitivity to events or phenomena that occur around them. Desensitization in this research focuses on the lack of audience sensitivity in filtering consumption of the quality of television broadcasts.

Audience Perception

Perception can interpret as the experience of objects, events, incidents, or correlations obtained from the interpretation of information or messages in a communication (Rakhmat, 1985:51). Deddy Mulyana (2011) states that the process of forming perceptions goes through three stages as follows (Puspitasari et al., 2020):

a. Sensation (Stimuli)

Stimuli are the initial stage that stimulates the five senses. This stimulus can be something that can be seen, touched, smelled, heard, or felt.

b. Attention

Attention occurs when someone focuses on one of the senses on the stimuli that appears so that they realize the dominance of specific stimuli.

c. Interpretation

Interpretation is when stimuli attract someone's attention, and then the process of giving meaning to the stimuli occurs. Interpretation, as expressed by Schramm (1972:12), can be different for each person because they have different watches caused by several factors. Several factors that influence perception can come from within or from outside. Internal factors influence from within, including biological, physiological, and socio-cultural factors such as gender, religion, education level, work, etc. External factors influence a person's perception from outside in the form of movement, intensity of stimuli, contrast, novelty, and repetition of objects. In the attention stage, a filtering process (attention filter) filters the amount and form of information received (Rakhmat, 2004: 52-54). At this stage, all stimuli received will be filtered; only stimuli by functional needs

will be selected and considered to be given meaning or perceived.

Audience Theory

The Muslim community in question is a community of media users who Muslim are. In general, the community of media users called the audience. The audience is a particular group that is the target of communication (Nasrullah, 2019). In this study, the intended audience is the viewers or media users who watch television shows through electronic television or television channel accounts on YouTube. In this study, the intended audience is the audience of male and female genders. However, the tendency is that viewers of infotainment shows are often identical to women.

Audiences have their characteristics. McQuail (1987:221) stated that audiences as target markets have the potential to become targets as consumers of media and are expected to become consumers of products advertised by the company. Hendriwinaya's research proves that women dominate 73% of infotainment viewers, and 46.25% are homemakers. So, the media provides infotainment shows because most of the viewers of these shows are female. Women are the main target contributors to advertising revenue from infotainment shows (Hendriwinaya, 2015).

In this audience and media research, Value Expectation Theory is used. This theory states that audience attitudes toward media influence by the values they believe in and the results of their media evaluation (McCombs, 2020). Value Expectation Theory is an explanation of the Uses and Gratification theory. It can be understood that this theory underlines the consistency

between expectations of values in the media and audience behavior towards the media. Without consistency, the audience desensitizes to the media.

This theory contains two elements, namely value and expectation. Value is the value achieved, while the expectation is the hope to achieve the goal. This theory illustrates that a person's belief in the value of the media influences the audience's attitude toward achieving the desired goal. The higher the expectation, the higher the behavioral effort to achieve it. For example, people watch the news on television to get actual, factual, and accountable information so that when the news broadcast is per expectations, the audience's behavior will watch the show because it is according to expectations. Conversely, when the audience watches soap operas to take advantage of the soap opera, but in fact, the soap opera watched is not of good quality, is not realistic, and contains conflicts that have a negative impact. In other words, if the value of the soap opera broadcast is not based on expectations, then based on this theory, the audience should no longer watch soap operas because the values displayed are not based on the expectations of the audience/viewers. Value expectation theory can be described in Figure 1 as follows (Nasrullah, 2021).

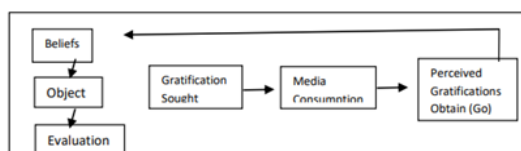


Figure 1. Value Expectation Theory

The process of achieving audience satisfaction with media consumption goes through the following stages: 1) Gratification Sought; 2) Media Consumption; 3) Perceived

Gratifications Obtain; 4) Beliefs; 5) Object; and 6) Evaluation.

Watched from the side of da'wah, then good shows can be used as da'wah media that contain messages of goodness, namely an invitation to goodness (*amar ma'ruf*), which can be used as an example, or shows that contain warnings (*'indzar*) as an example so that prohibited actions are avoided (*nahi munkar*). In this context, the role of viewers as mad'u is expected to be selective in their exposure to media shows so that they can choose and follow good or quality shows and avoid bad or low-quality shows. Therefore, viewers or mad'u need to organize their intentions to watch shows that have a positive impact and avoid shows that contain values that can have an adverse effect. As in the words of the Prophet Muhammad SAW means:

"Whoever among you sees evil then prevents it with his hand, then if he is unable then (prevent) it with his mouth, then if he is unable then (prevent) it with his heart. And that is the weakest faith (HR. Muslim)."

Overwatch of Television's Existence in the New Media Era

The presence of television at the beginning of its emergence considers a media that would kill radio because television has several advantages as an audiovisual media that consider more interesting than radio. Television also fears to kill cinemas because viewers might prefer to watch free film broadcasts rather than having to pay. These concerns did not eliminate the existence of previous media because each media has its characteristics and advantages that are not found in other media. Likewise, the presence of new media or new media in the form of social media, as in the research of Abdullah dan Puspitasari (2018) that the

presence of new media is considered one of the threats that can shift the existence of television (Audinovic, 2021). This assumption refuted by the data obtained that in 2018, TV advertising in Indonesia was still the largest, with a value of IDR 115.8 trillion spread across fifteen national television stations. The most significant amount of advertising revenue can be understood as the existence of television in the new media era, which is still relatively maintained even though there has been a decline in television viewers. During the intense threat of shifting use of new media, television has advantages, including in television news broadcasts 28 having actuality compared to other media.

In the era of society 5.0, media technology goes hand in hand to support the convenience and welfare of human life and social interaction. The presence of new media provides an alternative for the audience to consume television shows through a new pattern, namely through internet technology (Webster, 2023). Television also experiences metamorphosis by uploading television broadcasts to YouTube accounts so the audience can watch them again. As stated by Abdullah dan Puspitasari (2018), the millennial generation cannot be separated from the grip of smartphones, so changes in audience culture require television to be adaptive to technological developments and its audience (Abdullah & Puspitasari, 2018).

Program Quality on Television

1) Overwatch of the Quality of Infotainment Programs on Television.

From the survey results of the Indonesian Broadcasting Commission for three consecutive years, it was found that one of the program broadcasts that did not experience an

increase in quality or declare as poor-quality infotainment. Infotainment is a combination of information and entertainment, namely entertaining information, so this program acts as a supporter. Although as a supporting program, infotainment is a business field for television because this program has a high broadcast intensity. In one day, infotainment can appear in television programs, some broadcast more than once. From the results of a survey in 2009, it was found that 73% of infotainment viewers/audiences were women, and 46.25% were homemakers. On the one hand, infotainment provides significant income for television stations, but the content of infotainment that contains shame or reveals the secrets of other people's lives has been banned by various parties such as NU and the Central MUI in 2021, even issuing a fatwa that infotainment is haram (Hendriwinaya, 2015).

Spreading information that exposes disgrace by looking for other people's mistakes is an act that is prohibited by Allah SWT, as stated in Q.S. Al Hujurat verse 12.

"O you who believe, stay away from most prejudices (suspicions) because some are sins. And don't look for bad things in people, and don't gossip about each other. Is there anyone among you who likes to eat the flesh of his dead brother? Then, of course, you feel disgusted with him. And fear Allah. Indeed, Allah is the Most Accepting of Repentance, the Most Merciful."

The results of the study stated that the impact of watching infotainment is that homemakers tend to be more alert, think negatively, and act excessively when responding to something that gives rise to a negative perception due to watching infotainment shows, so they are more over-protective (Hendriwinaya, 2015).

Television shows are programs or audiovisual products presented to viewers through television media, both electronic television and television channel media on YouTube, which can be accessed online using the internet network. Television, as a mass communication medium (Syaputra, 2023), has several functions besides being a medium for information and education and a means of entertainment. Television programs divide into the following two categories.

- a. News programs divide into hard news and soft news.
- b. Entertainment programs; music, game shows, shows (variety shows, reality shows, talk shows), soap operas, films, infotainment, religion, children, features, etc. (Morissan, 2011)

Television broadcasting in Indonesia has been regulated by law based on Law No. 32 of 2002. Chapter 130 article 1 point 3 states that television broadcasting is an audiovisual media that channels ideas and information, both sound and visual, and is delivered in a systematic and continuous program (KPI, 2018). Referring to the law, chapter IV discusses the broadcast content as regulated in Article 36.

KPI conducts a survey every year for several periods. From the television program quality index survey in the second period of 2018, the lowest quality was found in soap operas and variety shows. Yuliandre said that the performance of infotainment, soap operas, and variety shows did not change from several surveys that had been conducted, especially about celebrities who were considered less inspiring. It would be better to highlight the positive side of celebrities as trendsetters. To improve quality, KPI collaborates with the Indonesian Advertising Company Association

(P3I) so that advertisers change their perspective and place advertisements only on quality shows in addition to the rating aspect. So far, ratings have only assessed the number of viewers but have not evaluated the urgency of broadcasting programs from the element of substance for the audience, so television stations compete to create the same program to pursue high ratings (mediaindonesia.com, 2018).

The Coordinator of Research and Development of the Central KPI said that the research results on the quality index of television broadcast programs in the first period of 2021 had entered the quality classification. However, the results still showed a downward trend compared to the previous results. There are eight assessment categories: tourism, culture, religion, children, news, variety shows, infotainment, and soap operas. Five groups received quality scores: tourism, culture, religion, children, and news. Meanwhile, the three categories of variety show, infotainment, and soap operas are not yet qualified.

Based on the research results of the television program quality index value from 2017 to 2021, the following conclusions can be drawn (Republika.co.id., 2021):

1. The index value of infotainment programs, variety shows, and soap operas often get a category of not yet qualified.
2. The index value for infotainment shows a category of unqualified and even tends to decline. It ranks first in child protection violations by 48%, so it gets sanctions from KPI.

The quality of TV broadcasts can be assessed from several things that have been formulated by McQuail (2000) in the media quality assessment framework (framework

for assessment) of 5 types, namely: 1) diverse programs, 2) media freedom, 3) equality, 4) depiction of reality, and 5) objectivity of information (McQuail). Public broadcast observer, Haechal stated that the problem of the television industry cause by ratings that are only based on the number of viewers, so television stations chase ratings. In contrast, the current rating mechanism does not support giving space to quality (www.cnnindonesia.com, n.d.).

Muslim Community Perception of the Quality of Infotainment Programs on Television

The audience in this study has characteristics that consume television shows. Various television programs are stimuli that access through the senses of sight and hearing (audiovisual). Among the television programs that get more attention is the infotainment program. In this stage, an attention process makes the infotainment program a choice that watch by the audience, namely infotainment.

The results of research into the characteristics of Muslim respondents produced the following results:

a. Characteristics based on gender,

This study involved twenty male respondents, with a percentage of 42.6%, and twenty-seven female respondents, with a rate of 57.4%. The number of male and female respondents was relatively not too far apart in percentage. The majority of respondents were female.

b. Respondent characteristics based on age group

Based on age group, the distribution of respondents at that age level considering productive working age and not yet/non-productive in the age range of 17-52 years.

Respondents are classified based on ages: 17-22 years, 19 people; age 23-28 years, nine people; age 29-34 years, nine people; age 35-40 years, four people, age 47-52; 4 people. From the data obtained above, most respondents are from the immature age of 17-22.

Respondent characteristics based on education obtained the level of education of respondents with Elementary School (SD), Junior High School or equivalent, and diploma education level none. High School or equivalent level of 6 people. S1 level of twenty-eight people. S2 level of ten people. S3 level of 3. From the data above, it can be concluded that the majority of respondents have a high level of education, a total of 41 respondents from Universities (S1, S2, and S3), while the secondary education level is only six respondents.

c. Respondent characteristics based on occupation

Respondent characteristics based on occupation are classified into several categories: entrepreneurs, students, homemakers, civil servants/employees, teachers, lecturers, and not yet working. Respondents with jobs as entrepreneurs are five people, and Respondents with employment status as students are fifteen. Respondents as housewives are three people. Respondents as civil servants/employees are nine people. Respondents as teachers are none. Respondents as lecturers are nine people. They are not yet working.

d. Respondent characteristics based on respondents' motivations for watching infotainment

Respondents have several motivations for watching infotainment on television;

namely, 10 people have the motivation to get information, 17 people have the motivation to seek entertainment, seven people have the motivation to fill their free time, 13 people have the motivation to hang out/follow along/there are no other interesting program choices. Most respondents watch infotainment on television because of the motivation to seek entertainment.

External Characteristics of Respondents Based on Television Ownership Forty-three respondents owned a television, while three respondents did not own a television.

e. Respondent characteristics based on the number of televisions at home

Respondents who have one television are thirty people. Respondents who have two televisions are fifteen people. Respondents who have three televisions are two people. There are no respondents who have more than three televisions.

f. Characteristics of respondents based on the Tendency to Watch Television Shows via Electronic Television or Television channel accounts on YouTube.

Respondents who watch television shows via electronic television are 23, and those who watch via YouTube channels are seven. At the same time, those who watch via both devices are 17 people.

g. Characteristics of respondents based on interesting infotainment programs

According to respondents, interesting infotainment programs are 14 people, or 29.8%, who chose Insert on Trans TV; 16 people, or 34.1%, who chose Silet on RCTI; and one person, or 2.1% each who chose Go Spot on RCTI, Kiss on Indosiar, On The Spot on Trans 7.

h. Respondents' characteristics based on preferred infotainment programs

Some of the characteristics of infotainment programs preferred by respondents are as many as six people, or 12.8%, like infotainment that contains public figure conflicts, no one likes infotainment that includes gossip, as many as three people or 6.4% like infotainment that displays lifestyle, as many as 15 people or 31.9% like infotainment that displays artist achievements, as many as seven people or 14.9% like infotainment that inspires the latest fashion trends, as many as 16 people or 34% answered with various answers other than the answers above. Respondents' characteristics are based on the tendency to watch television shows based on their frequency in one week.

i. Watching frequency

The tendency to watch television shows based on the frequency of watching in one week is 33 people watch 1-2 times a week, 10 people watch television 3-4 times a week, none watch 7-8 times and two people watch television more than eight times. Thus, the majority of respondents watch television in one week, 1-2 times as many as 30 people or 70.2%.

The lowest value: 1 (questionnaire item) x 47 (respondent) x 1 (score) = 47 and the highest value: 1 (questionnaire item) x 47 (respondent) x 4 (score) = 188 with a range = 188 - 47 = 141 and interval: Range / class = 141: 4 = 35.25. The categorization used is very rare (47-82.25), rare (82.25 - 117.5), often (117.5 - 152.75), and very often (152.75 - 188). The total score obtained is 67 in the rare category. So, it can be concluded that respondents rarely watch television in a week.

Respondents who watched for less than 3 hours were 40 people or 85%, those who watched for 3-6 hours were six people or 12.8%, while respondents who watched for more than 6 hours were only one person or 2.1%. The lowest value: 1 (questionnaire item) x 47 (respondents) x 1 (score) = 47. While the highest value: 1 (questionnaire item) x 47 (respondents) x 3 (score) = 141 with a range = $141 - 47 = 94$ and interval: Range / class = $94 : 3 = 31.33$. The categorization used is Short (47- 78.33), Long (78.33 - 109.66), and very long (109.66 - 141). Based on the questionnaire data, a total score of 55 was obtained in the short category. It can be concluded that respondents watch television for a short duration. So, it can be concluded that the infotainment-watching behavior of Muslim people in Pekalongan is in the short-duration category, and they rarely watch it.

Meanwhile, research data related to the perception of Muslim society in Pekalongan towards the quality of infotainment obtained the following results: 1) Respondents who get information from infotainment shows on television with a total score of 176 are in the agreed category (159.8-197.4) so that it can be interpreted that respondents agree to get information from infotainment shows on television. Most respondents agreed with this, as much as 70.21% (33 people). 2) Respondents who feel entertained by watching infotainment shows on television. The findings show a total score of 179 in the agreed category. 3) Respondents agree to feel entertained by watching infotainment shows on television. Most respondents agree, with a percentage of 61.7% (29 people). 4) Television infotainment shows teach positive actions; a score of 155 indicates 5) Respondents disagree that infotainment shows on

television teach positive actions. Most respondents disagree, with a percentage of 61.7% (29 people). 6) Infotainment shows are more about Indonesian life, with a score of 180 in the agreed category. It can be said that respondents agree that infotainment shows are more about Indonesian life. The majority of the audience agrees, with a percentage of 46.81% (22 people). 7) The infotainment that is watched includes a code for a certain audience/age, with a score of 181 in the agreed category, so it can be understood that respondents agree that the infotainment that is watched includes a code for a certain audience/age. The majority of the audience agrees, with a percentage of 63.83% (30 people). 8) The infotainment I watch is neutral and does not take sides. The total score is 178 in the agreed category. It can be said that the audience agrees that the infotainment that is watched presents information from clear sources (not issues/slander). Most respondents agree as much as 53.19% (25 people). 9) The infotainment on television that I watch contains true news (not hoaxes). A score of 176 in the agreed category means that respondents agree that the infotainment on television that is watched contains true news (not hoaxes). Most respondents agreed, as much as 46.81% (22 people). 10) The infotainment shows I watch do not display violent behavior through actions or words (cursing, dirty words, etc.) The score is 183 in the agreed category. It can be understood that respondents agree that the infotainment shows that are watched do not display violent behavior through actions or words (cursing, dirty words, etc.). Most respondents agree, as much as 55.32% (26 people). 11) The infotainment shows that I watch do not show sexual harassment, molestation, or criminal

acts. Score 189 in the agreed category. It can be concluded that respondents agree that the infotainment shows that I watch do not show sexual harassment, indecency, or criminal acts. Most respondents agreed with this, as much as 70.21% (33 people). 12) The infotainment shows I watch do not demean a particular ethnic group, race, or group; the score shows 188 in the agreed category. It can be said that respondents agree that the infotainment shows that I watch and do not demean a particular ethnic group, race, or group. Most respondents agreed, as much as 68.09% (32 people). 13) The infotainment shows that I watch do not insult religion, self-esteem or demean other countries; the score is 195 in the agreed category, so it can be said that respondents agree that the infotainment shows that they watch do not insult religion, self-esteem or demean other countries. Most respondents agreed with this, as much as 70.21% (33 people). 14) The information presented in the infotainment I watch always comes from direct/main sources/public figures; the score is 182 in the agreed category. Respondents can agree that the information presented by the infotainment they watch always comes from direct/main sources/public figures. The majority of respondents agree, with 59.57% (28 people). 15) The infotainment I watch clarifies false news (hoaxes) with a score of 172 in the agreed category. It can be concluded that respondents agree that the infotainment they watch clarifies false news (hoaxes). 16) Most respondents agree with 61.70% (29 people). The infotainment shows I watch on television present information from both sides with the same proportion. score 173 in the agreed category. It can be said that respondents agree that the infotainment shows they watch on

television present information from both sides with the same proportion. The majority of respondents agree with 61.7% (29 people). 17) Television infotainment shows do not mix opinions and facts, scoring 172 in the agreed category. It can be concluded that respondents agree that infotainment shows on television do not mix opinions and facts. Most respondents agreed, as much as 46.81% (22 people). 18) The infotainment that I watched did not show women who were victims of domestic violence or outside the household. A score of 167 in the agreed category means that respondents agreed that the infotainment that was watched did not show women who were victims of domestic violence or outside the household. As many as 44.68% (21 people). However, in the data above, the majority disagreed, as many as (46.81% (22 people). 19) The infotainment that I watched gave good examples and had a positive impact, with a score of 169 in the agreed category. It can be understood that respondents agreed that the infotainment that was watched gave good examples and had a positive impact. Most respondents agreed, as many as 51.06% (24 people). 20) The information presented in the infotainment that I watched applied the principle of presumption of innocence, namely that the program did not judge the suspect before the judge decided the verdict. A score of 177 in the agreed category can be said to indicate that respondents agreed that the information presented in the infotainment that was watched applied the principle of presumption of innocence. Most respondents agreed, as much as 61.7% (29 people). 21) The information presented in the infotainment shows that I uphold the norms of politeness, morality, and diversity. A score of 181 in the agreed category can be understood that

respondents agree that the information presented in the infotainment shows that they uphold the norms of politeness, morality, and diversity. Most respondents agreed with this, as 70.21% (33 people). 22) The information presented in the infotainment shows that I respect the ethics of a particular profession/job. A score of 185 in the agreed category, so it can be concluded that respondents agree that the information presented in the infotainment shows that I watch respects the ethics of a particular profession/job. Most respondents agree as much as 74.47% (35 people). 23) The information presented in the infotainment shows that I watch respect the right to privacy that the public does not want to know. From the questionnaire statement, it can be concluded that a score of 179 is in the agree category, so it can be understood that respondents agree the information presented in the infotainment shows that they watch respect the right to privacy that the public does not want to know. Most respondents agree as much as 72.34% (34 people). 24) The information presented in the infotainment shows that I watch protect children and teenagers regarding their psychological development, scoring 175 in the agreed category. It means that the audience agrees that the information presented in the infotainment shows they watch protects children and teenagers regarding their psychological development. Most respondents agreed, as much as 63.83% (30 people). 25) The information presented in the infotainment shows I watch does not contain harsh, dirty, or obscene words, with a score of 188 in the agreed category. It can be understood that the audience agrees that the information presented in the infotainment shows they watch does not contain harsh, dirty, or

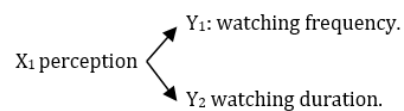
obscene words. Most respondents agreed with this, as 70.21% (33 people). 26) The information presented in the infotainment shows I watch does not insult religion or God and does not insult regional and foreign languages, with a score of 192, which means that the audience agrees that the information presented in the infotainment shows they watch does not insult religion or God and does not insult regional and foreign languages. Most respondents agree, as much as 74.47% (35 people). 27) The information I see in the infotainment shows I watch does not display a consumptive lifestyle and emphasizes economic status based on ownership of goods or excessive lifestyle, a score of 167 in the agreed category. It can be concluded that the audience agrees that the information seen in the infotainment shows they watch does not display a consumptive lifestyle and emphasizes economic status based on ownership of goods or an excessive lifestyle. The majority of respondents agree, 44.68% (21 people). 28) The infotainment shows I watch do not show mystical scenes (the supernatural world, paranormal, occult, spirits verbally / non-verbally which are broadcasted at 22.00-03.00. The score is 173 in the agreed category, so it can be said that the audience agrees that the infotainment shows that are watched do not show mystical scenes (the supernatural world, paranormal, occult, spirits verbally / non-verbally, which are broadcasted at 22.00-03.00. The majority of respondents agree at 59.57% (28 people). 29) The information that I watch in the infotainment show is useful, the score is 177 in the agreed category meaning that the audience agrees that the information watched in the infotainment show is useful. The majority of respondents agree, 61.7% (29

people). 30) The information I watch in infotainment shows does not discuss other people's shame. Most respondents disagreed with a percentage of 42.55% (20 people) regarding the statement above. Still, the data shows a total score of 160 in the agreed category, so it can be concluded that respondents agree that the information watched in infotainment shows does not talk about other people's shame. Respondents agree it is as many as 34.04% (16 people). 31) Infotainment does not show anything controversial; most respondents, with a percentage of 44.68% (21 people), disagree that infotainment does not show anything controversial. The total score obtained is 163 in the agreed category, so it can be said that the audience agrees that infotainment does not show anything controversial. Respondents agree it is as many as 38.30% (18 people). 32) Television shows in Indonesia are of good quality, with a total score of 164 in the agreed category. It can be concluded that respondents agree that television shows in Indonesia have good quality. Respondents agree it is as many as 42.55% (20 people). However, most respondents disagreed, as much as 44.68% (21 people). 33) Television infotainment shows are of quality, with a total score of 164 in the agreed category. It can be interpreted that respondents agree that infotainment shows on television are of quality. Respondents agreed as much as 40.43% (19 people). Most respondents disagreed, as much as 48.94% (23 people). 34) Women's appearance should not be the main object of shows in infotainment, with a total score of 189 in the agreed category. It can be concluded that respondents agree that women's appearance should not be the main object of shows in infotainment. Most respondents

agreed, as much as 63.83% (30 people). 35) Women's appearance should not be the main object of shows in infotainment, with a total score of 189 in the agreed category. It can be concluded that respondents agree that women's appearance should not be the main object of shows in infotainment. The majority of respondents agreed, as much as 63.83% (30 people).

The attention from this infotainment program then proceeds to the next stage, namely the interpretation stage, by giving meaning to the quality of the broadcast on television. In this study, the total score obtained from 33 questionnaire items x 47 Muslim respondents in Pekalongan obtained a total score of 5,824. It means that the value is in the positive perception category, so it can be concluded that from the results of the study with Muslim respondents in Pekalongan, the results showed that the Muslim community in Pekalongan has a positive perception of the quality of infotainment broadcasts on television.

Furthermore, regression analysis determines the influence between perception and behavior. In this case, behavior is measured based on watching frequency and watching duration. So that the hypothesis test is conducted with multiple linear regression using SPSS 21.



Model Fit Test (F Test)

Table 1. Fit Test model (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.664	1	2.664	4.829	.033 ^b
Residual	24.825	45	.552		
Total	27.489	46			

a. Dependent Variable: Frekuensi

b. Predictors: (Constant), Persepsi

The results of the model fit test show that $\text{sig.} = 0.03$ is smaller than the significance level (α) = 0.05. It indicates that the variable Audience perception of the quality of infotainment on television (X1) affects the frequency of watching (Y1)

Regression Coefficient (t Significance Test)

Table 2 Regression Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.371	.825		-.450	.655
	Persepsi	.015	.007	.311	2.197	.033

a. Dependent Variable: Frequency

Hypothesis testing is declared significant if the results of the table significance test are < 0.05 . From the table test results above, the significance value of the audience perception variable towards the quality of infotainment on television (X1) is 0.33. The significance test is more significant than 0.05, so the audience perception variable towards the infotainment quality does not affect the intensity of watching infotainment on television (Y1).

Table 3 Regression Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.508	.476		1.067	.292
	Persepsi	.005	.004	.205	1.402	.168

Dependent Variable: Duration

The significance value of the audience perception variable towards the quality of infotainment on television from the table above is 0.168, meaning it is greater than 0.05. It can conclude that the audience's perception of the quality of infotainment broadcasts on television (X1) does not affect the duration of watching infotainment (Y2). So, the audience's perception of the quality of infotainment broadcasts on television affects watching

behavior in terms of watching frequency but does not affect the duration of watching.

If we look at the hypothesis of this study, namely that the Muslim community of Pekalongan has a perception that infotainment programs are not of excellent quality but still watch them. It means that there is no desensitization. According to the study results above, the Muslim community of Pekalongan considers infotainment excellent quality but rarely watches it. It means that with the existing real conditions, the Muslim community has experienced desensitization. There has been a change in perception from inferior quality to quality. Therefore, a qualitative approach needs to explain the incident more deeply.

Factors Influencing Muslim Community Perceptions of the Quality of Infotainment Programs on Television

Motivational factors influence the positive perception held by the audience (Habes, 2023); most respondents mentioned the motivation to watch, namely the majority watch infotainment to seek entertainment, and the second majority seek information. By its name, infotainment comes from the words information and entertainment, which means information and entertainment, meaning the motivation of viewers or television audiences is by the broadcast program. When the motivation is to seek entertainment, the goal of people watching is to find light shows, make the body relax and entertain, and not require high thinking power and critical thinking to enjoy the program/show. Therefore, the audience has a positive perception. Meanwhile, as seen from the categorization of respondents, most respondents studied very rarely watched as many as 33 people,

or 70.2%. It means that respondents who rarely watch do not pay intensive attention to the contents of infotainment shows. Hence, attention to the infotainment shows they watch tends to be only perfunctory.

Based on Value Expectation Theory, audience perception influence by the beliefs held by the audience. Audience beliefs are formed from numerous factors. Some factors that influence perception include internal factors and external factors.

Internal factors include:

a. Gender

The tendency of infotainment consumers is female. The audience in this study consists of male and female genders. From the study results, most respondents are female, but the number is not too far, with twenty male and twenty-seven female respondents. Of these respondents, women tend to watch infotainment more often than men, although both are rare. Still, the average (mean) score of watching frequency among women, with a score of 1.5, is more significant than among men, with a score of 1.2. Infotainment segmentation tends to be in demand by women more.

b. Age

Age affects a person's perception of the quality of television shows because age affects a person's perspective. The themes of interest also differ between ages. In this study on audience perceptions of the quality of infotainment on television and watching behavior, a survey conduct on respondents aged 17-52. The results showed that most respondents were aged 17-22 years.

c. Level of Education

The higher a person's education, the better their cognitive abilities, meaning that

people with broader insights will have more references to determine their perception of an object or event. Thus, someone with higher education can be said to have critical power that use to determine choices based on their perceptions.

d. Job

The type of job a person has affects the time spent watching infotainment on television. In general, during working hours, those who work in offices do not watch television because they are still working, while for students, entrepreneurs, and homemakers, it is still possible to watch infotainment during working hours because the time is more flexible. Meanwhile, those who are not working have more free time, so they have more opportunities to watch information on television.

e. Motivation to watch

Motivation is the drive from within the audience to watch infotainment on television (Steiner, 2020). Motivation is very influential because the drive from within determines a person's behavior in quality and quantity. Motivation can be said to be the intention and purpose of watching infotainment. If the motivation is strong, then attention to the object is also more detailed, but if the motivation is not strong, attention to the object can be said to be mediocre.

External factors include;

a. Ownership of television

Owning a television or smartphone is a must because it supports someone in watching television broadcasts, either via television or via channels on YouTube that can be accessed via smartphone devices.

b. Number of televisions owned

The number of televisions owned provides a more significant opportunity/more freedom in choosing the desired programs on television so that the possibility of different tastes from other family members does not interfere with activities in selecting the desired programs.

c. Watching access

Accessibility in watching also affects the selection of media used to access broadcasts on television (Sustein, 2023). Most respondents use electronic television to watch infotainment shows. It is understandable because it is also related to the motivation to watch the majority looking for entertainment so that watching activities are carried out at home when not busy working/ school/ college.

d. Frequency of watching in one week

Frequency shows the behavior of repeating watching, which can be understood that there is more attention and pleasure to the shows being watched (Kim, 2024). Someone who likes something will do it repeatedly. In this study, the audience tends to watch at a low frequency in the rare category. Most students and civil servants/employees do not allow them to watch it repeatedly because activities constrain them.

e. Duration of watching in one day

Watching duration emphasizes interest. The more interested you are, the longer you watch. From the results of this study, the audience can be categorized into the lowest level of watching duration.

Discussion

Audience Desensitization to the Quality of Infotainment Programs on Television

The quality of television broadcasts needs to get attention from all groups (Sunstein, 2023). The Indonesian Broadcasting Commission, as a television broadcasting media supervisory institution in Indonesia, has carried out its duties to control the quality of television broadcasts in Indonesia. Among the duties carried out are supervision of quality content and imposing sanctions if proven to violate the P3SPS KPI rules. In addition, KPI also routinely conducts surveys on the quality of television broadcasts against eight categories of television programs. Of the eight programs, three television programs are stated to have an assessment index in the category of not quality, namely infotainment, soap operas, and reality shows. The survey results can be used to improve the quality of broadcast content because shows that are not quality are the same as useless / do not bring benefits. Useless shows have the potential for evil if they contain indications of evil.

From the da'wah side, evil must be avoided and even prevented before it happens. Therefore, another term for da'wah is *amar ma'ruf nahi munkar*, which can be interpreted as an invitation to do what ma'ruf is and prevent what munkar is. In shows that contain values that do not provide benefits, they bring harmful impacts, so they must be prohibited in this case. Apart from KPI as a television broadcast supervisory institution, the audience also has a significant role in controlling television shows.

This fact can be used as a consideration for various parties. Firstly, prospective advertisers should consider the placement of

advertisements by evaluating the program's quality to support programs that are indeed worthy and of excellent quality, not only based on quantity or viewer ratings. Second, for television producers in a television station company, it is undeniable that financial income is essential for the sustainability and existence of a business company, but considering the function of television media, which not only has a function as entertainment but also needs to strengthen the function of education and information so that producers always need innovation and creativity to maintain a balance in terms of profitability and the quality of the content of each program presented to the audience/ television viewers in Indonesia. Third, the role of the audience in controlling the quality of television shows is very urgent. Audiences who watch television shows influence the rating of a program on television. The more audiences/ viewers, the higher the rating. The higher the rating, the more advertisers (Lee, 2020). The more advertisers, the more financial income television obtains as a television station company. Therefore, the audience's role greatly influences a program's existence and sustainability regarding the number of viewers and the quality of the broadcast content (Telkmann, 2021). The public as viewers can play a role as a controller of the quality of broadcast content when they have critical power and filter themselves to choose and watch programs on television that are beneficial, contain inspiration, motivation, and goodness, and leave or decide not to watch programs that are not beneficial and have relatively more negative impacts than benefits. Suppose every television viewer realizes that their existence is necessary because the existence of a program depends

on the number of viewers (Luders, 2022). In that case, the audience can determine which quality shows to consume.

In several research results, it is stated that the audience is the target of the negative impact of a low-quality show. The negative impact can be minimized if the audience has good filtering power.

The quality of programs broadcast on television is based on the audience's assessment of the content of a program (Bachmann, 2022). Information needs regarding the audience's perception as media consumers of a program to provide an assessment. When the audience perceives a program as being of poor quality or having a negative perception, this perception will be continued as a process of audience behavior to leave the program considered poor-quality. The central KPI survey results show that infotainment programs have a poor-quality index, so the public should no longer watch infotainment programs. However, the fact is the opposite; until now, infotainment programs still exist, and some do not appear only once a day on some television stations. This means that the infotainment is still well-maintained, so it can be said that it still has several viewers who support its existence.

From the results of this study involving 47 Muslims from the Pekalongan area, both Pekalongan City and Pekalongan Regency, the results obtained in 2022 were that the perception held by the audience regarding the quality of infotainment broadcasts on television, which, according to the results of the central KPI survey were stated to be of poor quality, in this study the audience's perception had a positive perception of the quality of infotainment broadcasts on television. This difference could be caused

by differences in the scope of previous research conducted by the central KPI with respondents who were wider and on a national scale spread across Indonesia, while this study was in a narrower regional scope in the Pekalongan area and with differences in characteristics so that differences in the resulting audience perceptions are different is a natural thing.

In this research on the desensitization of Muslim society in Pekalongan towards the quality of infotainment programs on television, the researcher first describes the perception of Muslim society in the Pekalongan region towards the quality of infotainment. Second, the researcher describes the behavior of watching infotainment on television. Third, the researcher explains the analysis of desensitization by looking at the consistency between perception and behavior according to the value expectation theory so that the results are obtained regarding whether there is audience desensitization towards the quality of broadcasts on television.

1) Analysis of audience perception in the Pekalongan area regarding the quality of infotainment

According to the theory of perception, which consists of three stages, namely, stimuli, attention, and interpretation, the audience in this study has several characteristics that consume television shows in which there are various television programs; these are stimuli that can be accessed through the sense of sight and hearing (audiovisual). Among the several television programs that get more attention is the infotainment program. In this stage, an attention process makes the infotainment program the choice watched by the audience, namely infotainment. The attention from this infotainment program then proceeds

to the next stage, namely the interpretation stage, by giving meaning to the quality of the television show. In this study, the results showed that the audience has a positive perception of the quality of infotainment shows on television. Various factors, including motivational factors, influence the positive perception held by the audience; most respondents mentioned the motivation to watch, namely, the majority watching infotainment to seek entertainment and the second majority looking for information. By its name, infotainment comes from the words information and entertainment, which means information and entertainment, meaning the motivation of viewers or television audiences is by the show program. When the motivation is to seek entertainment, the goal of people watching is to look for light shows that relax the body, are entertaining, and do not require high thinking power and critical thinking to enjoy the program/show. Therefore, the audience has a positive perception.

Meanwhile, as seen from the categorization of respondents, most respondents studied very rarely watched as thirty-three people, or 70.2%. It means that respondents who rarely watch do not pay intensive attention to the contents of infotainment shows. Hence, attention to the infotainment shows they watch tends to be only perfunctory.

The positive perception of the audience of the quality of this infotainment show can be interpreted as follows:

- a. There has been an increase in the quality of infotainment broadcasts on television so that audience perception is positive.
- b. Viewers lack insight in assessing infotainment quality because they rarely

watch it, so they don't see the shortcomings in the infotainment broadcasts.

- c. The audience's motivation is to seek entertainment that does not require high critical thinking. If the entertainment is achieved, the audience gets satisfaction from what they have been looking for.

2) Analysis of infotainment watching behavior on television

The research concluded that audience perception influences watching behavior, namely on watching frequency, but does not influence watching duration. Although it influences watching frequency, the influence is not significant. Audiences still watch infotainment shows on television, but most of the audience, 70.2% (33 people), rarely watch.

- 3) Desensitization analysis by looking at the consistency between audience perception and behavior according to Value Expectation theory.

Desensitization in this study focuses on the lack of audience sensitivity in filtering consumption of the quality of television shows. According to the theory of value expectation, if the value and expectations are achieved, the audience will always consume the media (Nelson, 2021). In this study, the audience has a positive perception but tends to watch very rarely. It means that the results of this study show a difference between theory and reality. The audience does not watch infotainment shows that they consider to be of good quality/ positive perception. It means there has been a lack of synchronization between the audience's perception of the quality of infotainment shows on television and the

behavior of watching them on television. Researchers believe that there are factors that create inconsistencies between the audience's positive perception of the quality of infotainment on television and the behavior of watching, which can be said to be rare due to several factors as follows:

a. Motivational factors for watching

Most of the watching motivation is to seek entertainment so that it is needed when entertainment or relaxation is required, which is not a primary need but a diversion to eliminate boredom from the many routines that are considered more important. It can be seen from the duration of watching, which most infotainment viewers only spend 1-2 hours, so seeking entertainment is unnecessary for the audience to watch.

b. Critical power factor from the education level side

Most respondents are from S1 education, which classify as higher education. Higher education levels have higher critical power, so non-mandatory shows are an alternative to filling time.

c. Occupation factor

Most respondents have jobs or are busy as students/college students, followed by the second largest, civil servants/employees. By looking at the characteristics of most respondents in terms of work or activities, students and employees usually have activities during busy hours or when they are busy working or studying on campus. Hence, the frequency of watching infotainment shows is also relatively low. Being busy is one of the factors that causes the lack of time to watch infotainment shows on television, either through electronic television or YouTube channels.

If connected with the Value Expectation theory, obtaining audience satisfaction with infotainment consumption goes through the following stages:

- 1) Gratification Sought. The majority of audiences are motivated to watch for entertainment.
- 2) Media Consumption. Media that contains entertainment elements, including infotainment, so that the audience watches infotainment.
- 3) Perceived Gratifications Obtain. Infotainment answers need and presents entertainment according to viewer expectations.
- 4) Beliefs. Audiences believe that infotainment meets expectations and is of good quality.
- 5) Object. Infotainment is the target chosen for watching entertainment.
- 6) Evaluation. The audience assesses and identifies the deficiencies that cause a decrease in satisfaction that is not obtained according to expectations, which will be a consideration for whether to continue watching infotainment. If it is appropriate, it will be watched with high frequency.

Conclusion

From the study results above, the following conclusions were obtained: First, the audience's perception of the quality of television broadcasts, especially infotainment programs, showed that the audience has a positive perception of the quality of infotainment broadcasts. Second, Factors that influence audience desensitization include internal and external factors. Internal factors include gender, age, education level, occupation, and motivation. External factors

include television ownership, the number of televisions owned, means used to watch television broadcasts via electronic devices or online via television accounts on YouTube, and tendencies in watching infotainment broadcasts, frequency, and duration of watching. Third, Audience desensitization to the quality of television broadcasts can be said to have occurred desensitization because there is a difference/ inconsistency between positive perceptions and behavior that watches with rare frequencies. The Muslim community of Pekalongan still watches infotainment to seek entertainment.

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