

## **ISLAMIC PROGRAMS IN MALAYSIAN FREE-TO-AIR TELEVISION CHANNELS**

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### **Introduction**

Television must provide information and entertainment suited to the tastes and needs of a very large public. This cultural fact dictates that television programming will come in many different forms: newscasts and news magazines or documentaries, talk shows, sports broadcasts, games and quizzes, variety shows, and children's programs, as well as a range of dramatic entertainment. Television has changed throughout the years, from the classic family sitcoms, with the wholesome commercials during the break, to overpopulate reality shows and random commercials. Television started out, one per household, now households have multiple sets. Television was something that the family watched together. Many channels have deviated from their original programming focus throughout the years as well due to government policies.

Television has a role to play in society. For decades we have seen many parts of our world rapidly going through changes in technology. Today's society has been transformed by means of communication and the available information through mass media. Having a television set in the home has become very essential in today's society. We depend on it to entertain us with its programs and to inform us about current world issues. Most people rely on television for news, sports, and entertainment. Television is just one of the many examples of how technology has changed our lives.

## **Brief History of Television in Malaysia**

Today, Malaysia has seven (7) free-to-air television channels – namely TV1, TV2, TV3, NTV7, 8TV, TV9 and TV AlHijrah. When television was first introduced in Malaysia, there was only one channel – *Rangkaian Satu* (The First Channel, now TV1). It was proposed by the first Prime Minister, Tuanku Abdul Rahman and was inaugurated on 23 December 1963 (Juliana, 2006). *Rangkaian Satu* was a single network, broadcast in black and white from its studio, Dewan Tunku Abdul Rahman, Jalan Ampang before it moved office to Angkasapuri Complex. The growth of the first channel, *Rangkaian Satu* encouraged the second channel to be established on 17th November 1969. *Rangkaian Dua* (the Second Channel, now TV2) was introduced to complement the first channel and was also initially intended to encourage local programmes in other languages than Malay (Karthigesu, 1994). For 20 years since its introduction in 1963 and 1969, *Rangkaian Satu* and *Rangkaian Dua* had mesmerized Malaysian audience with various programs – locals and imported programs, but mostly imported programs since there were not many local expertise in Malaysia and limited fund to produced local programs (Karthigesu, 1994). *Rangkaian Satu* and *Rangkaian Dua* which are known as TV1 and TV2 now have been managed by Radio and Television Malaysia (RTM), under the Ministry of Information, Communication and Culture (formerly known as Ministry of Information) until today.

However, in 1984, the government had granted a broadcasting license to a private company, Sistem Televisyen Malaysia Berhad (STMB) to run a private television channel called TV3. TV3 launched its services in June 1984 (Rahmah Hashim, 1997). The emergence of TV3 ended the 20-year monopoly of RTM over the transmission of television airwaves. TV3 remains the top television channel in Malaysia and holding, most of the time, the top ten television programs in Malaysia.

The next private television station is NTV7 which was launched on 7<sup>th</sup> April 1998. The station was initially owned by a businessman from Sarawak, Dato' Affendi Nawawi. He was also a former Minister of Agriculture and a Member of Parliament for the ruling coalition in the state of Sarawak. The Malaysian media industry became more intensified,

if not flourished, with the introduction of the next television station, Channel 9, under the company's name Ch-9 Media Sdn. Bhd. (formerly known as Medanmas Sdn. Bhd.) in September 2003. Initially the company was awarded a license to operate a television station in 1998. But due to the economic downturn, the operation was postponed until the company was fully prepared (Mohd Safar et al., 2000). In 2005, Channel 9 ceased its operation and later was taken over by the new media conglomerate, Media Prima Berhad.

Media Prima Berhad was established in 2003 when two giant media companies – STMB (TV3) and the News Strait Times Publishing (NSTP) were separated from the parent company Malaysian Resources Corporation Berhad (MRCB) to bring more focus on media related business. Media Prima was set up to own a 100% stake of TV3 and a 43% stake of the NSTP. With new regulations that all broadcasting licensing and operations be parked under the Communication and Multimedia Commission (Ministry of Communications and Multimedia), Media Prima had to resubmit its application to operate the television stations. A year after its establishment, Media Prima had bought over Metropolitan TV Sdn. Bhd., a company that ran the former Metrovision channel, with a new channel name – 8TV. In 2005, Media Prima bought over the other two private television channels – TV9 (formerly known as Channel 9) and NTV7. Today, Media Prima Berhad owns all local terrestrial private television channels in Malaysia – TV3, NTV7, 8TV and TV9 - with 100% stake.

The newest television channel in Malaysia is TV AlHijrah which is managed by the AlHijrah Media Corporation as the first free-to-air Islamic TV channel. Although it is registered as a private corporation, TV AlHijrah is a government owned company under the Department of Islamic Affairs Malaysia (JAKIM). Established in 2009, TV AlHijrah commenced its broadcasting on 7 December 2010 and still struggling to gain more viewers until today.

## **Television Genres in Malaysia**

When television broadcasting was first introduced in Malaysia, there were limited resources, fund and expertise. Malaysia had to bring in the Canadian Broadcasting Corporation to consult and assist in running the RTM (Karthigesu, 1994). Therefore, most of the television programs, if not all, in those early days were imported programs. The shortage of local programs has been the major problem of the television services because of the inexperienced staff and limited funds to produce local programs(Karthigesu 1994, Darussalam, 1998). However the ratio of imported to local programs has been reduced as time goes by. Zaharom (1996) asserts that by 1996, RTM's TV1 had already reduced its ratio of imported to local programs to 31:69.

Be it imported or local programs, these television programs have been categorized according to its type of program. There are various types of television programs which people in the industry called it genre. Genre is the generic identity, fitting into well-entrenched generic categories or incorporating genre mixing or blends into a program(Mittell, 2001). One television program can be a hybrid or mix of several genres. For example, 'Wanita Hari Ini' is a mix of magazine and talk show program by TV3. Since genre is contested and changing concept (Creeber, 2001), there is hardly any program with a single form of genre in today's contemporary television programs. General fundamental television genres such as news, talk show, soap drama, sitcom, sports, serial drama, documentary, magazine, telemovies, cartoon/animation and reality show have been used as a television program categorization all over the world.

## **Islamic Programs in Malaysian Television**

According to theDepartment of Statistic Malaysia, as of 2010 census, the population of Malaysia was approximately 28 million with 62% are practicing Islam (Department of Statistics, Malaysia at <http://www.statistics.gov.my>). In realization of the large number of Muslim in Malaysia, Mahathir Mohamed, the former Prime Minister has declared to "Islamize" the government machinery in 1984. The Ministry of Information (now Ministry of Information, Communication and Culture) stated that all Malaysians should understand that Islam is the official religion and non-Muslim should accept

its'importance and dominance over other religions (Hussin, 1993) and therefore, in 1988, the ministry, through RTM, announced that Islam will be given airtime over radio and television. There is no specific policies regarding Islamic programs in Malaysia but Department of Islamic Affairs Malaysia (JAKIM) has come out with a general guideline for entertainment in Islam (refer to Appendix 1). This guideline will assist anyone in Malaysia who isinvolved in entertainment industries namely singing, music, dancing, etc. It is, therefore, becoming a guideline in entertainment programs and has been used by most TV stations and production especially in producing Islamic programs.

It is interesting to note that Zaharom Naim (1996) in his paper identifies and evaluates Malaysia's television policy in a period of change. A period, on the other hand, which sees Malaysia policy makers arguing in the international arena for 'Asian' values and, domestically, for 'Islamic' values. Hence, debates on culture and religion are inevitably separable when it comes to Malaysia because Islam is not just a religion but also a culture, a way of life. In Malaysia, it is common to assume that all Malays are Muslims but not all Chinese or Indians are Buddhist, Hindus or Christians.

Since television can construct representations of reality (see example Allen, 1992; Creeber, 2006; Baker, 1988; Entman, 1994), a study is neededto identify the representation of Islam in Malaysia through its television programs. As a preliminary study, this paper provides an observation on various Islamic programs and airtime or transmission hour that has been donated by the station or network. It attempts to answer the following research questions:

- ❖ How many hours areallocatedfor Islamic program by channels?
- ❖ What is the percentage of Islamic program compared to total broadcasting hours?
- ❖ Which television channels broadcast the most Islamic programs?
- ❖ What type of Islamic programs shown by each channel?

In order to address these questions, a sample of seven days in a week's worth of television programming from each of seven channels was examined. The channels are: RTM1, RTM2, TV3, NTV7, TV9, 8TV and TV AlHijrah. The sample was drawn from the recent month - Sunday 25 September 2011 to Saturday 1 October 2011.

### Results of the Observation

Free-to-air television channels in Malaysia transmit at different transmission hours. For example, transmission hours for TV1, NTV7 and 8TV are from 6.00AM to 1.00AM every day with a total of 19 hours per day. TV9 transmits for 18 hours every day, from 7.00AM to 1.00AM, which is one hour lesser than TV1, NTV7 and 8TV. Meanwhile, TV3 transmits for 24 hours every day except on Wednesday (22 hours and 30 minutes) where the transmission ends at 12.30AM. Out of seven free-to-air channels, TV2 is the only channel that transmits 24 hours every day. The new channel TV AlHijrah has the least transmission hours between 11.5 hours to 17 hours per day. The total transmission hours for each channel can be referred to TABLE 1 below.

**TABLE 1:** Transmission Hours for All Free-To-Air Television Channels

	TV1	TV2	TV3	NTV7	8TV	TV9	Hijrah
Sunday (25/9/11)	19h	24h	24h	19h	19h	18h	17h
Monday (26/9/11)	19h	24h	24h	19h	19h	18h	11.5h
Tuesday (27/9/11)	19h	24h	24h	19h	19h	18h	11.5h
Wednesday (28/9/11)	19h	24h	22.5h	19h	19h	18h	12h
Thursday (29/9/11)	19h	24h	20h	19h	19h	18h	12h
Friday (30/9/11)	19h	24h	24h	19h	19h	18h	16.5h
Saturday (1/10/11)	19h	24h	24h	19h	19h	18h	17h
<b>TOTAL TX HOURS</b>	133h 14%	168h 18%	162.5h 17%	133h 14%	133h 14%	126h 13%	97.5h 10%

**TV1– ‘The Prime Channel’**

TABLE 2 is the list of Islamic programs shown in TV1 from 25/9/2011 to 1/10/2011. TV1 begins transmission at 6.00AM and ends at 1.00AM in the next morning. TV1 has at least two Islamic programs every day. It starts every morning at 6.00AM with the recital of the Quranic verse for 30 minutes and a documentary on Hajj every evening for 30 minutes at 6.30PM. However, TV1 also aired some live telecast Islamic programs such as Friday prayer (every Friday at 1.00PM for one hour) and the launching of Islamic Council Congress (*Kongres Majelis Agama Islam* on Monday 26/9/2011 at 10.00AM for one hour).

Perhaps the most popular Islamic program on TV1 is the ‘*Forum Perdana Ehwat Islam*’ every Thursday night at 10.00PM. This is a recorded talk show program, occasionally live telecast, which discusses a selected topic on Islam with a well-known panelist such as local Muslim scholars and knowledgeable *da’i*. There were also some drama/telemovie and magazine programs with Islamic content such as the telemovie titled ‘*Doa ke Syurga*’ (Pray to Heaven) on Friday (30/9/2011) at 11.00AM and a cooking magazine ‘*Kembara Makanan Halal*’ (Halal Food Tour) on Thursday (29/9/2011) at 2.00PM.

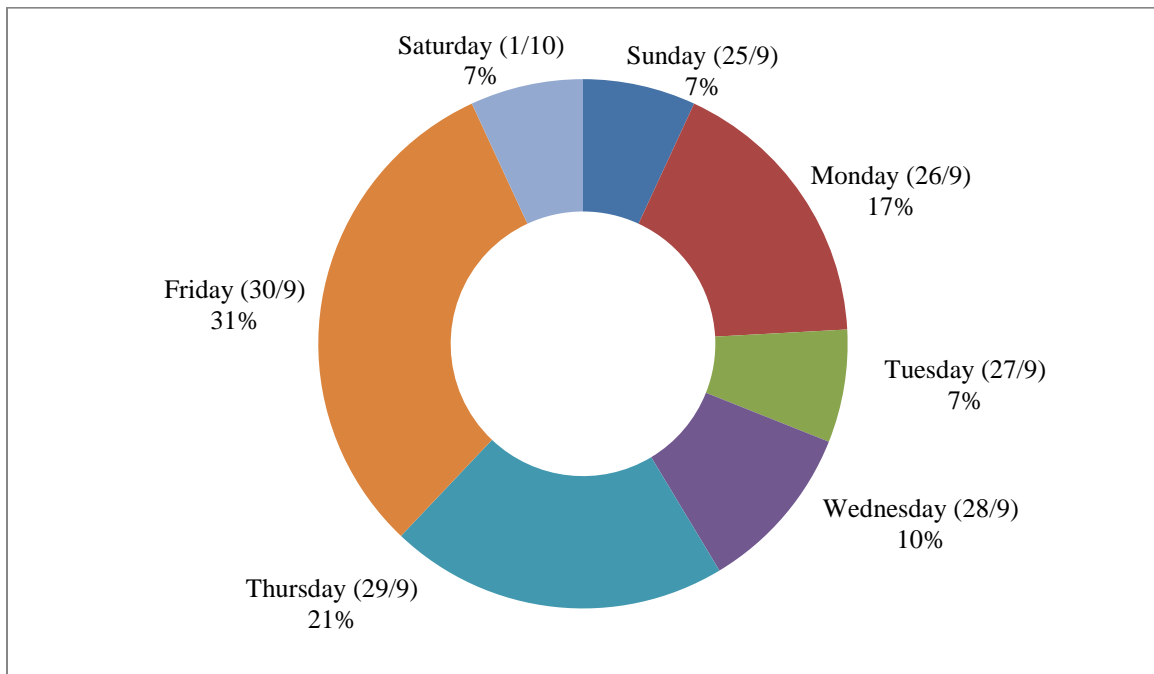
The highest percentage of Islamic programs on TV1 was on Friday (31%) as compared to other days in a week (refer CHART 1). The amount of airtime given to Islamic programs for one week (25/9/2011 – 1/10/2011) on TV1 was 14 hours 30 minutes (870 minutes) as compared to the total amount of airtime of 133 hours (7980 minutes). In other words, the Islamic programs shown on TV1 consist of 10.9% of the total TV1 transmission hours for a week.

**TABLE 2: Islamic Programs in TV1**

<b>TV1</b>	<b>PROGRAM TITLE</b>	<b>GENRE</b>	<b>TIME</b>	<b>DUR</b>
Sunday (25/9/11)	<ul style="list-style-type: none"> <li>• Surah Pilihan</li> <li>• Seruan Haji</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Documentary</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 6.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> </ul>
Monday (26/9/11)	<ul style="list-style-type: none"> <li>• Surah Pilihan</li> <li>• Ta’alim</li> <li>• Kongres Majelis Agama Islam</li> <li>• Seruan Haji</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Informative</li> <li>• Live Telecast</li> <li>• Documentary</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 6.30am</li> <li>• 10.00am</li> <li>• 6.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> </ul>

Tuesday (27/9/11)	<ul style="list-style-type: none"> <li>• Surah Pilihan</li> <li>• Seruan Haji</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Documentary</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 6.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> </ul>
Wednesday (28/9/11)	<ul style="list-style-type: none"> <li>• Surah Pilihan</li> <li>• Ta'alim</li> <li>• Seruan Haji</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Informative</li> <li>• Documentary</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 6.30am</li> <li>• 6.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> </ul>
Thursday (29/9/11)	<ul style="list-style-type: none"> <li>• Surah Pilihan</li> <li>• Sirah</li> <li>• Kembara Makanan Halal</li> <li>• Seruan Haji</li> <li>• Forum Perdana Ehwat Islam</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Informative</li> <li>• Magazine</li> <li>• Documentary</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 6.30pm</li> <li>• 2.00pm</li> <li>• 6.30pm</li> <li>• 10.00pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> </ul>
Friday (30/9/11)	<ul style="list-style-type: none"> <li>• Surah Pilihan</li> <li>• Doa ke Syurga</li> <li>• Sembahyang Jumaat</li> <li>• Seruan Haji</li> <li>• Tilawah Interaktif (L)</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Telemovie</li> <li>• Live Telecast</li> <li>• Documentary</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 11.00am</li> <li>• 1.00pm</li> <li>• 6.30pm</li> <li>• 11.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 90min</li> <li>• 60min</li> <li>• 30min</li> <li>• 60min</li> </ul>
Saturday (1/10/11)	<ul style="list-style-type: none"> <li>• Surah Pilihan</li> <li>• Seruan Haji</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Documentary</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 6.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> </ul>
TOTAL TANSMISSION HOURS ON ISLAMIC PROGRAM				870min (14.5hr)

**CHART 1: Total Airtime for Islamic Program in TV1**





**TV2– ‘Moving on Two’**

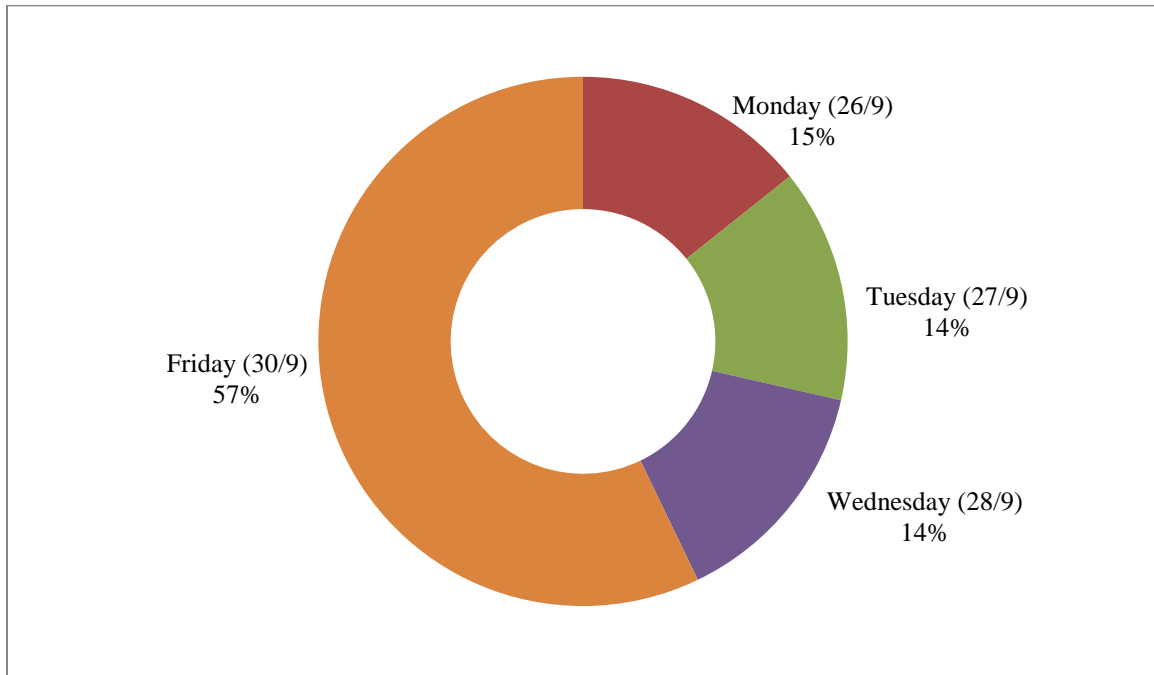
TABLE 3 indicates the Islamic programs for TV2 from 25/9/2011 to 1/10/2011. This channel is the only 24-hour channel that runs in seven days. However, the amount of airtime given to Islamic programs is only 7 hours (420 minutes). Out of seven days, Islamic programs can only be found in four (4) days – Monday, Tuesday, Wednesday and Friday. There was only one serial drama with Islamic content entitled ‘*Sekilas Ramadan*’ for 60 minutes from Monday to Wednesday. More hours on Islamic program were given on Friday with 5 programs – *Nasyid TV*, *Qudwah*, *Hikmah*, *Nasyid TV* and telemovie ‘*Suratan Takdir*’ - total of 4 hours (refer to TABLE 3 and CHART 2). However, there were no Islamic content in any program on Sunday, Thursday and Saturday.

From 25/9/2011 to 1/10/2011, TV2 only allocates 4.2% (7 hours) of its total transmission hours (168 hours). TV2 has very low transmission hours for Islamic programs. This is due to the channel positioning which is for urban English with more entertainment and commercial programming.

**TABLE 3: Islamic Programs in TV2**

<b>TV2</b>	<b>PROGRAM TITLE</b>	<b>GENRE</b>	<b>TIME</b>	<b>DUR</b>
Sunday (25/9/11)				
Monday (26/9/11)	• Sekilas Ramadan	• Drama	• 12.30pm	• 60min
Tuesday (27/9/11)	• Sekilas Ramadan	• Drama	• 12.30pm	• 60min
Wednesday (28/9/11)	• Sekilas Ramadan	• Drama	• 12.30pm	• 60min
Thursday (29/9/11)				
Friday (30/9/11)	• Nasyid TV • Qudwah • Hikmah • Nasyid TV • Suratan Takdir	• Entertainment • Informative • Informative • Entertainment • Telemovie	• 6.00am • 11.00am • 11.30am • 1.00pm • 1.30pm	• 30min • 30min • 30min • 30min • 120min
Saturday (1/10/11)				
<b>TOTAL TRANSMISSION HOURS ON ISLAMIC PROGRAM</b>				<b>420min (7hr)</b>

**CHART 2: Total Airtime for Islamic Program in TV2**



**TV3 – ‘My Life’s Inspiration’**

TV3 transmits for 24 hours every day except on Wednesday (22 hours 30 minutes). Refer to TABLE 1. There were a total of 12 hours (720 minutes) given to Islamic programs, out of 162 hours 30 minutes (9750 minutes). From 25/9/2011 to 1/10/2011, TV3 did not transmit any Islamic program on middle of the week – Tuesday, Wednesday and Thursday. As expected, since Friday is the holy day for Muslims, there are more Islamic programs scheduled to be aired on Friday (46%) as compared to other days in a week. Refer to CHART 3.

TV3 is still holding most of the popular and top rating programs in Malaysia. Being the first private television station and in order to keep on holding its position as the top channel, TV3 strives to present programs that are more into entertainment and commercial programming even on Islamic programs. For example, ‘*Jejak Rasul*’, a commercial documentary on Islamic culture, heritage and civilization, has been very

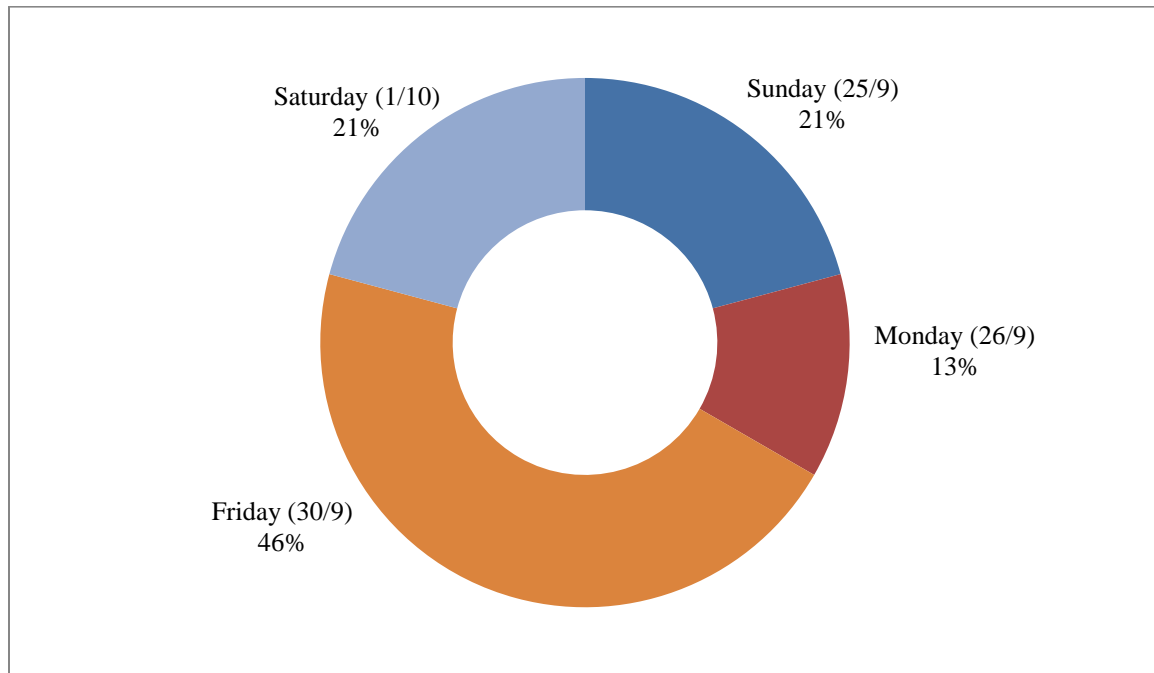
popular from its first season in 1995 until today. ‘Al-Kulliyyah’, a talk show program, is also one of the top Islamic programs in Malaysia.

TV3 also used entertainment approach by showing dramas and telemovies with Islamic contents, instead of showing just plain information Islamic programs, to attract its Muslim viewers/audiences. Dramas or telemovies such as ‘*Rebah di Pintu Neraka*’, ‘*Hijab di Kalbu*’, ‘*Naluri Kuasa Illahi*’, ‘*Tahajjud Cinta*’ and ‘*Surah Al-Fatihah*’ managed to get high audience rating during its airtime. The higher audience rating the program gets, the more advertisement revenue the channel receives. However, time allocated for Islamic programs in TV3 are somewhat still low (7.4% - 12 hours) compared to its total airtime (162 hours 30 minutes). Refer to TABLE 4 and CHART 3 below.

**TABLE 4:** Islamic Programs in TV3

<b>TV3</b>	<b>PROGRAM TITLE</b>	<b>GENRE</b>	<b>TIME</b>	<b>DUR</b>
Sunday (25/9/11)	<ul style="list-style-type: none"> <li>• Al Hidayah</li> <li>• Rebah di Pintu Neraka</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Telemovie</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 12.30am</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 120min</li> </ul>
Monday (26/9/11)	<ul style="list-style-type: none"> <li>• Al Kulliyyah (rpt)</li> <li>• Jejak Rasul (rpt)</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Documentary</li> </ul>	<ul style="list-style-type: none"> <li>• 3.30am</li> <li>• 6.00am</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 30min</li> </ul>
Tuesday (27/9/11)				
Wednesday (28/9/11)				
Thursday (29/9/11)				
Friday (30/9/11)	<ul style="list-style-type: none"> <li>• Al Hidayah</li> <li>• Hijab di Kalbu</li> <li>• Naluri Kuasa Illahi</li> <li>• Al Kulliyyah</li> <li>• Tahajjud Cinta</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Telemovie</li> <li>• Drama</li> <li>• Talk Show</li> <li>• Drama</li> </ul>	<ul style="list-style-type: none"> <li>• 1.00pm</li> <li>• 1.30am</li> <li>• 3.30pm</li> <li>• 5.00pm</li> <li>• 9.00pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 120min</li> <li>• 60min</li> <li>• 60min</li> <li>• 60min</li> </ul>
Saturday (1/10/11)	<ul style="list-style-type: none"> <li>• Al Hidayah (rpt)</li> <li>• Surah Al Fatihah</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Telemovie</li> </ul>	<ul style="list-style-type: none"> <li>• 6.00am</li> <li>• 10.00pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 120min</li> </ul>
<b>TOTAL TRANSMISSION HOURS ON ISLAMIC PROGRAM</b>				720min (12hr)

**CHART 3: Total Airtime for Islamic Program in TV3**



**TV9– ‘Di Hatiku’**

Most of the TV9 content programmings are geared towards Malay audience with a tagline –‘*DiHatiku*’ (In My Heart). Despite its focus on Malay audience, the channel also airs some alternative programs such as Chinese, Japanese, Korean, Bollywood and Western dramas/movies. These programs are either dubbed or given Malay subtitles.

On the whole, TV9 has more hours allocated for Islamic programs compared to TV1, TV2 and TV3. This is due to the channel positioning which is towards Malay audience. Malays in Malaysia are presumably Muslims. Therefore, there are more Islamic content in their programs for at least two (2) hours a day. Refer to TABLE 5.

Their most popular Islamic program is ‘*Tanyalah Ustaz*’ (Ask Ustaz). This talk show program discusses on the Islamic rules and laws in a form of *Hukum* and *Fatwa*. Other popular Islamic programs are such as ‘*Halaqah Sentuhan Qalbu*’ and ‘*Semanis Kurma*’. Both are recorded talk show programs with one or two permanent moderators, invited panelists and studio audience.

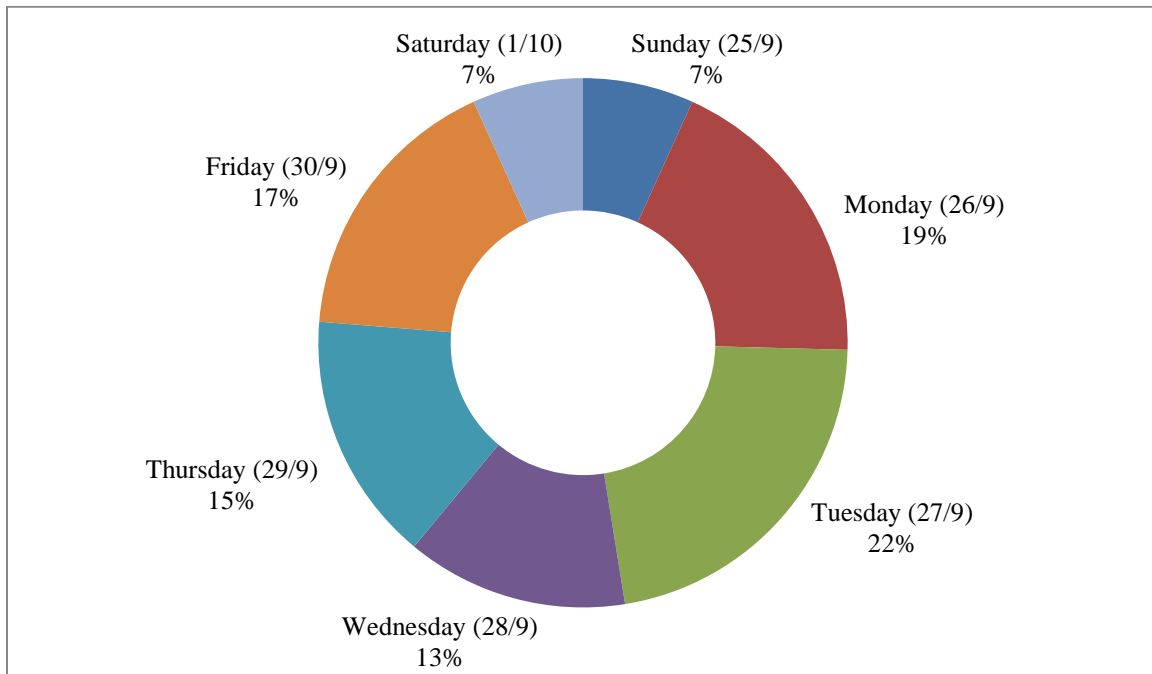
In overall, a total of 1770 minutes (29 hours 30 minutes) are allocated for Islamic programs on TV9. This contributes only 23.4% of its total broadcasting hours (126 hours). The percentage is considered low for a channel which is geared towards Malay audience. Another interesting finding is that there were more Islamic program on weekdays especially Tuesday (22%) and less on Friday and towards weekend (refer to CHART 4). This is so unusual for other channels because they usually schedule more Islamic programs on Friday.

**TABLE 5:** Islamic Programs in TV9

<b>TV9</b>	<b>PROGRAM TITLE</b>	<b>GENRE</b>	<b>TIME</b>	<b>DUR</b>
Sunday (25/9/11)	<ul style="list-style-type: none"> <li>• Tanyalah Ustaz (L)</li> <li>• Tanyalah Ustaz (rpt)</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 12.00am</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 60min</li> </ul>
Monday (26/9/11)	<ul style="list-style-type: none"> <li>• Tanyalah Ustaz (L)</li> <li>• Muqaddimah (rpt)</li> <li>• Mahir Jawi (rpt)</li> <li>• Halaqah Sentuhan Qalbu</li> <li>• Mahir Jawi</li> <li>• Tanyalah Ustaz (rpt)</li> <li>• Tanyalah Ustaz (rpt)</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Informative</li> <li>• Informative</li> <li>• Talk Show</li> <li>• Informative</li> <li>• Talk Show</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 8.00am</li> <li>• 8.30am</li> <li>• 9.00am</li> <li>• 7.30pm</li> <li>• 10.00pm</li> <li>• 12.00am</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 60min</li> <li>• 60min</li> </ul>
Tuesday (27/9/11)	<ul style="list-style-type: none"> <li>• Tanyalah Ustaz (L)</li> <li>• Muqaddimah (rpt)</li> <li>• Mahir Jawi (rpt)</li> <li>• Semanis Kurma (rpt)</li> <li>• Mahir Jawi</li> <li>• Keimanan Cinta</li> <li>• Halaqah Sentuhan Qalbu</li> <li>• Tanyalah Ustaz (rpt)</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Informative</li> <li>• Informative</li> <li>• Talk Show</li> <li>• Informative</li> <li>• Drama</li> <li>• Talk Show</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 8.00am</li> <li>• 8.30am</li> <li>• 9.00am</li> <li>• 7.30pm</li> <li>• 8.30pm</li> <li>• 10.00pm</li> <li>• 12.00am</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 60min</li> <li>• 60min</li> <li>• 60min</li> </ul>
Wednesday (28/9/11)	<ul style="list-style-type: none"> <li>• Tanyalah Ustaz (L)</li> <li>• Muqaddimah (rpt)</li> <li>• Mahir Jawi</li> <li>• Mahir Jawi</li> <li>• Usrah (rpt)</li> <li>• Tanyalah Ustaz (rpt)</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 8.00am</li> <li>• 8.30am</li> <li>• 7.30pm</li> <li>• 10.00pm</li> <li>• 12.00am</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> </ul>
Thursday (29/9/11)	<ul style="list-style-type: none"> <li>• Tanyalah Ustaz (L)</li> <li>• Muqaddimah (rpt)</li> <li>• Mahir Jawi (rpt)</li> <li>• Mahir Jawi</li> <li>• Semanis Kurma</li> <li>• Tanyalah Ustaz (rpt)</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Talk Show</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 8.00am</li> <li>• 8.30am</li> <li>• 7.30pm</li> <li>• 10.00pm</li> <li>• 12.00am</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 60min</li> </ul>
Friday (30/9/11)	<ul style="list-style-type: none"> <li>• Tanyalah Ustaz (L)</li> <li>• Tanyalah Ustazah (L)</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 11.30am</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 60min</li> </ul>

	<ul style="list-style-type: none"> <li>• Usrah</li> <li>• Mahir Jawi</li> <li>• Tanyalah Ustazah(rpt)</li> <li>• Tanyalah Ustaz (rpt)</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Informative</li> <li>• Talk Show</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 1.00pm</li> <li>• 7.30pm</li> <li>• 10.00pm</li> <li>• 12.00am</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 60min</li> </ul>
Saturday (1/10/11)	<ul style="list-style-type: none"> <li>• Tanyalah Ustaz (L)</li> <li>• Tanyalah Ustaz (rpt)</li> </ul>	<ul style="list-style-type: none"> <li>• Talk Show</li> <li>• Talk Show</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 12.00am</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 60min</li> </ul>
TOTAL TANSMISSION HOURS ON ISLAMIC PROGRAM				1770min (29.5hr)

**CHART 4:**Total Airtime for Islamic Program in TV9



**TV AlHijrah – ‘Everything begins here’**

Being the newest free-to-air television channel in Malaysia, TV AlHijrah has a long way to become the top television channel or at least to be competitive with other television channels such as TV3. Not many people, especially those who live in the rural area, can watch TV AlHijrah due to poor reception of normal television antennas unless they subscribe to ASTRO. This has limited the number of audience for TV AlHijrah. And since the station attempts to focus more on Islamic programs, the number of audience/viewers has also, therefore, been narrowed down.

TV AlHijrah has bet to differ from other free-to-air television channels. There are more Islamic programs from Friday (22%) towards weekends (Saturday 15% and Sunday 19%). Refer to CHART 5. It is interesting to note that TV AlHijrah airs more informative and documentaries on Islamic program compared to TV3 and TV9. With the lowest broadcasting hours (97 hours 30 minutes), TV AlHijrah has transmitted a total of 65 hours 30 minutes on Islamic programs from 25/9/2011 to 1/10/2011. Islamic programs on TV AlHijrah contribute more than 60% (67.2% to be specific) of its total broadcasting hours in a week.

One of the signature programs of TV AlHijrah is ‘*Madrasah*’. ‘*Madrasah*’, is an informative learning program on Islam with various topic/segments such as ‘*Al-Quran*’, ‘*Aqidah*’, ‘*Syariah*’, ‘*Akhlak*’ etc. Besides informative programs, TV AlHijrah also airs some good documentaries, local and overseas, on Islam such as ‘*Signs of Creators*’, ‘*AlQuran the New Dawn*’, ‘*Heritage of Mankind*’ etc. TV AlHijrah has yet to produce more in-house programs such as ‘*Assalamualaikum*’, the morning talk show, ‘*Majalah Islam*’ and ‘*City Sister*’, the magazine program. They also show good local dramas/telemovies such as ‘*Hotel Hasanah*’, ‘*Kurma Ajwa untuk Najwa*’ and ‘*Tidak Terputus Tasbih itu*’. Another popular program on TV AlHijrah is ‘*Solehah*’, a reality show program on searching the *ustazah* or Muslimah idol.

**TABLE 6:** Islamic Programs in TV AlHijrah

HIJRAH	PROGRAM TITLE	GENRE	TIME	DUR
Sunday (25/9/11)	• Madrasah AlHijrah	• Informative	• 7.00am	• 30min
	• Madrasah AlHijrah	• Informative	• 7.30am	• 30min
	• Madrasah AlHijrah	• Informative	• 8.00am	• 30min
	• Madrasah AlHijrah	• Informative	• 8.30am	• 30min
	• Assalamualaikum	• Talk Show	• 9.00am	• 120min
	• Majalah Islam	• Magazine	• 11.00am	• 60min
	• Ibnu Batutta	• Entertainment	• 12.00pm	• 30min
	• Suara Hati & AzanZohor	• Informative	• 1.00pm	• 30min
	• Hotel Hasanah	• Drama	• 2.00pm	• 60min
	• City Sisters	• Talk Show	• 3.00pm	• 60min
	• Sarjana Muslim	• Magazine	• 4.00pm	• 30min
	• Suara Hati & Azan Asar	• Informative	• 4.30pm	• 30min
	• Para Pencari Tuhan	• Drama	• 6.00pm	• 60min

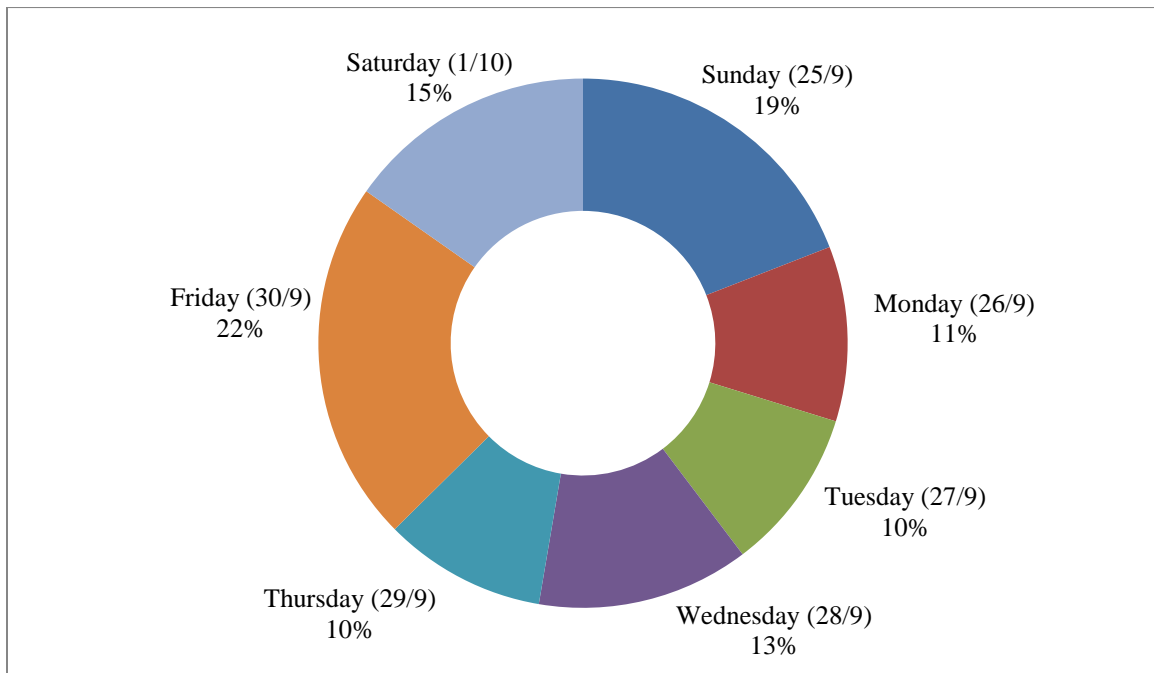
	<ul style="list-style-type: none"> <li>• Suara Hati &amp; Azan Maghrib</li> <li>• Al-Quran the New Dawn</li> <li>• Signs of Creator</li> <li>• Muhasabah Diri</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Documentary</li> <li>• Documentary</li> <li>• Informative</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00pm</li> <li>• 7.30pm</li> <li>• 9.30pm</li> <li>• 11.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> </ul>
Monday (26/9/11)	<ul style="list-style-type: none"> <li>• Signs of Creator</li> <li>• Madrasah Al-Quran</li> <li>• Madrasah Aqidah</li> <li>• Madrasah Syariah</li> <li>• Madrasah Akhlak</li> <li>• Suara Hati &amp; Azan Asar</li> <li>• Para Pencari Tuhan</li> <li>• Suara Hati &amp; Azan Maghrib</li> <li>• Al-Quran the New Dawn</li> <li>• Men Around the Prophets</li> <li>• Signs of Creator</li> <li>• Muhasabah Diri</li> </ul>	<ul style="list-style-type: none"> <li>• Documentary</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Drama</li> <li>• Informative</li> <li>• Documentary</li> <li>• Documentary</li> <li>• Documentary</li> <li>• Informative</li> </ul>	<ul style="list-style-type: none"> <li>• 12.30pm</li> <li>• 1.30pm</li> <li>• 2.00pm</li> <li>• 2.30pm</li> <li>• 3.00pm</li> <li>• 4.30pm</li> <li>• 6.00pm</li> <li>• 7.00pm</li> <li>• 7.30pm</li> <li>• 10.00pm</li> <li>• 10.30pm</li> <li>• 11.00pm</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> </ul>
Tuesday (27/9/11)	<ul style="list-style-type: none"> <li>• Signs of Creator</li> <li>• Madrasah AlQuran</li> <li>• Madrasah Aqidah</li> <li>• Madrasah Syariah</li> <li>• Madrasah Akhlak</li> <li>• Suara Hati &amp; Azan Asar</li> <li>• Para Pencari Tuhan</li> <li>• Suara Hati &amp; Azan Maghrib</li> <li>• Al-Quran the New Dawn</li> <li>• Signs of Creator</li> <li>• Muhasabah Diri</li> </ul>	<ul style="list-style-type: none"> <li>• Documentary</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Drama</li> <li>• Informative</li> <li>• Documentary</li> <li>• Documentary</li> <li>• Informative</li> </ul>	<ul style="list-style-type: none"> <li>• 12.30pm</li> <li>• 1.30pm</li> <li>• 2.00pm</li> <li>• 2.30pm</li> <li>• 3.00pm</li> <li>• 4.30pm</li> <li>• 6.00pm</li> <li>• 7.00pm</li> <li>• 7.30pm</li> <li>• 10.30pm</li> <li>• 11.00pm</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> </ul>
Wednesday (28/9/11)	<ul style="list-style-type: none"> <li>• Ejen Halal</li> <li>• Signs of Creator</li> <li>• Madrasah Al-Quran</li> <li>• Madrasah Aqidah</li> <li>• Madrasah Syariah</li> <li>• Madrasah Akhlak</li> <li>• Suara Hati &amp; Azan Asar</li> <li>• Para Pencari Tuhan</li> <li>• Suara Hati &amp; Azan Maghrib</li> <li>• Al-Quran the New Dawn</li> <li>• Bicara</li> <li>• Signs of Creator</li> <li>• Muhasabah Diri</li> </ul>	<ul style="list-style-type: none"> <li>• Magazine</li> <li>• Documentary</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Drama</li> <li>• Informative</li> <li>• Documentary</li> <li>• Talk Show</li> <li>• Documentary</li> <li>• Informative</li> </ul>	<ul style="list-style-type: none"> <li>• 12.00pm</li> <li>• 12.30pm</li> <li>• 1.30pm</li> <li>• 2.00pm</li> <li>• 2.30pm</li> <li>• 3.00pm</li> <li>• 4.30pm</li> <li>• 6.00pm</li> <li>• 7.00pm</li> <li>• 7.30pm</li> <li>• 9.30pm</li> <li>• 10.30pm</li> <li>• 11.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 60min</li> <li>• 30min</li> </ul>



Thursday (29/9/11)	<ul style="list-style-type: none"> <li>• Signs of Creator</li> <li>• Jalan Orang Mukmin</li> <li>• Kurma Ajwa untuk Najwa</li> <li>• Suara Hati &amp; Azan Asar</li> <li>• Para Pencari Tuhan</li> <li>• Suara Hati &amp; Azan Maghrib</li> <li>• Al-Quran the New Dawn</li> <li>• Khidmat Syariah</li> <li>• Signs of Creator</li> <li>• Muhasabah Diri</li> </ul>	<ul style="list-style-type: none"> <li>• Documentary</li> <li>• Informative</li> <li>• Drama</li> <li>• Informative</li> <li>• Drama</li> <li>• Informative</li> <li>• Documentary</li> <li>• Magazine</li> <li>• Documentary</li> <li>• Informative</li> </ul>	<ul style="list-style-type: none"> <li>• 12.30pm</li> <li>• 1.30pm</li> <li>• 3.00pm</li> <li>• 4.30pm</li> <li>• 6.00pm</li> <li>• 7.00pm</li> <li>• 7.30pm</li> <li>• 9.30pm</li> <li>• 10.30pm</li> <li>• 11.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> </ul>
Friday (30/9/11)	<ul style="list-style-type: none"> <li>• Madrasah AlQuran</li> <li>• Madrasah Aqidah</li> <li>• Madrasah Syariah</li> <li>• Madrasah Akhlak</li> <li>• Assalamualaikum</li> <li>• Bicara</li> <li>• Studio Muallaf</li> <li>• Suara Hati &amp; Azan Zohor</li> <li>• Solat Jumaat</li> <li>• Tidak Terputus Tasbih Itu</li> <li>• Sarjana Muslim</li> <li>• SuaraHati&amp; Azan Asar</li> <li>• Para PencariTuhan</li> <li>• Suara Hati &amp; Azan Maghrib</li> <li>• Al-Quran the New Dawn</li> <li>• Solehah</li> <li>• Heritage of Mankind</li> <li>• Signs of Creator</li> <li>• Muhasabah Diri</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Talk Show</li> <li>• Talk Show</li> <li>• Magazine</li> <li>• Informative</li> <li>• Live Telecast</li> <li>• Telemovie</li> <li>• Magazine</li> <li>• Informative</li> <li>• Documentary</li> <li>• Documentary</li> <li>• Documentary</li> <li>• Reality Show</li> <li>• Documentary</li> <li>• Documentary</li> <li>• Informative</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 7.30am</li> <li>• 8.00am</li> <li>• 8.30am</li> <li>• 9.00am</li> <li>• 11.00am</li> <li>• 12.00pm</li> <li>• 1.000pm</li> <li>• 1.30pm</li> <li>• 2.00pm</li> <li>• 4.00pm</li> <li>• 4.30pm</li> <li>• 6.00pm</li> <li>• 7.00pm</li> <li>• 7.30pm</li> <li>• 8.30pm</li> <li>• 10.00pm</li> <li>• 10.30pm</li> <li>• 11.00pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 120min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 120min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 90min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> </ul>
Saturday (1/10/11)	<ul style="list-style-type: none"> <li>• Madrasah Al-Quran</li> <li>• Madrasah Aqidah</li> <li>• Madrasah Syariah</li> <li>• Madrasah Akhlak</li> <li>• Suara Hati &amp; Azan Zohor</li> <li>• Khidmat Syariah</li> <li>• Hotel Hassanah</li> <li>• Sarjana Muslim</li> <li>• Suara Hati &amp; Azan Asar</li> <li>• Para Pencari Tuhan</li> <li>• Suara Hati &amp; Azan</li> </ul>	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Informative</li> <li>• Magazine</li> <li>• Drama</li> <li>• Magazine</li> <li>• Informative</li> <li>• Documentary</li> <li>• Documentary</li> </ul>	<ul style="list-style-type: none"> <li>• 7.00am</li> <li>• 7.30am</li> <li>• 8.00am</li> <li>• 8.30am</li> <li>• 1.000pm</li> <li>• 1.30pm</li> <li>• 2.00pm</li> <li>• 4.00pm</li> <li>• 4.30pm</li> <li>• 6.00pm</li> <li>• 7.00pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> </ul>

	<p>Maghrib</p> <ul style="list-style-type: none"> <li>• Al-Quran the New Dawn</li> <li>• Perjalanan Nurani</li> <li>• Majalah Islam</li> <li>• Labaikallah</li> <li>• Jalan Orang Mukmin</li> <li>• Muhasabah Diri</li> </ul>	<ul style="list-style-type: none"> <li>• Documentary</li> <li>• Magazine</li> <li>• Magazine</li> <li>• Documentary</li> <li>• Magazine</li> <li>• Informative</li> </ul>	<ul style="list-style-type: none"> <li>• 7.30pm</li> <li>• 8.30pm</li> <li>• 9.00pm</li> <li>• 10.00pm</li> <li>• 11.00pm</li> <li>• 11.30pm</li> </ul>	<ul style="list-style-type: none"> <li>• 30min</li> <li>• 30min</li> <li>• 60min</li> <li>• 30min</li> <li>• 30min</li> <li>• 30min</li> </ul>
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**CHART 5:**Total Airtime for Islamic Program in TV AlHijrah



**NTV7 – ‘Feel Good Channel’ and 8TV – ‘We’re Different’**

Unfortunately, there was no Islamic program on NTV7 and 8TV channels from 25/9/2011 to 1/10/2011. It is assumed that there is no Islamic program on both channels. This is because the both channels are geared to a specific non-Muslim/Malay audience. For example, 8TV is geared to reach urban youth and Chinese audience and NTV7 is for family, urban and English literate which suit the urban Chinese audience.

Looking at the transmission hours of each free-to-air television channels in Malaysia, we can identify how much hours allocate for Islamic content/programs. TABLE 7 shows the total hours spent on Islamic program for each channel.

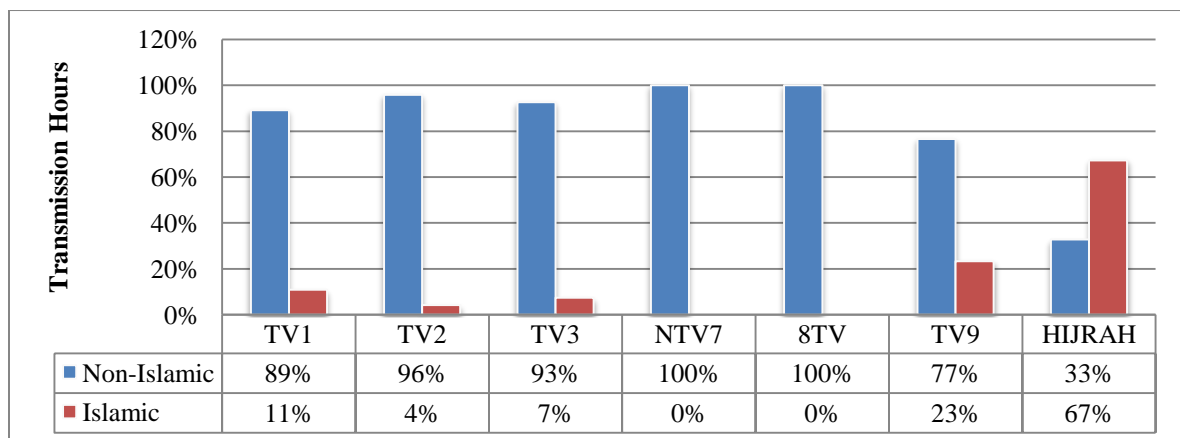
**TABLE 7: Total Hours on Islamic Program vs. Total Transmission Hours**

	TV1	TV2	TV3	NTV7	8TV	TV9	Hijrah	ALL
<b>Total TX Hours</b>	133h	168h	162.5h	133h	133h	126h	97.5h	953h
<b>Islamic Content Hours</b>	14.5h (870m) 10.9%	7h (420m) 4.2%	12h (720m) 7.4%	0h (0m) 0%	0h (0m) 0%	29.5h (1770m) 23.4%	65.5h (3930m) 67.2%	128.5h (7710m) 13.5%

Islamic programs in seven Malaysian free-to-air television channels only make up 13.5% of the overall content (refer to TABLE 7). Paradoxically, this does not represent the population of Muslims in Malaysia. With the Muslim population of 62%, a 13.5% of Islamic program is not acceptable especially when Islam is the official state religion in Malaysia. Television in Malaysia is therefore does not represent the reality of Malaysia population. More Islamic programs are needed to fill up the broadcasting content.

Looking at the Islamic contents in all channels (refer to CHART 6), we can see that there is a very minimal Islamic contents in four channels – TV1, TV2, TV3, TV9 – and none for NTV7 and 8TV, except for TV AlHijrah with approximately 67% of its programs were Islamic programs.

**CHART 6: Islamic Content in All Channels.**



## Conclusion

As stated earlier, there are only 13.5% of Islamic programs in five free-to-air television channels - namely TV1, TV2, TV3, TV9 and TV AlHijrah- and 0% on two other channels NTV7 and 8TV. The total amount of transmission hours allocated for Islamic programs from 25/9/2011 to 1/10/2011 were 128 hours 30 minutes.

TV AlHijrah has the most Islamic programs (67%) of its total broadcasting hours followed by TV9 (23%). Looking at the preliminary findings of this paper, there will be some follow up studies on the representation of Islam in Malaysian television; a more in-depth study on the television Islamic contents is needed. It would be interesting too to conduct some audience reception studies on this finding.

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## GARIS PANDUAN HIBURAN DALAM ISLAM

### 1. TUJUAN

Garis Panduan Hiburan Dalam Islam ini disediakan untuk memberi panduan kepada pihak yang terlibat dalam industri hiburan merangkumi nyanyian, muzik, tarian dan lain-lain. Garis Panduan ini juga akan dijadikan rujukan dan panduan kepada masyarakat awam yang menyertai persembahan rancangan hiburan.

### 2. PENDAHULUAN

2.1. Pada dasarnya Islam mengharuskan hiburan kerana ia menjadi sebahagian daripada fitrah kehidupan manusia. Ini berdasarkan kepada hadis Rasulullah s.a.w. yang diriwayatkan daripada Aisyah r.a yang bermaksud:

“Sesungguhnya Abu Bakar masuk kepadaku, sedang di sampingku ada dua gadis hamba daripada orang Ansar sedang menyanyi dengan nyanyian yang dinyanyikan oleh orang Ansar pada hari peperangan Bu’ath. Aku berkata, kedua-dua orang ini bukanlah penyanyi. Abu Bakar berkata, adakah di rumah nabi ini terdapat serunai syaitan? Sedangkan pada hari ini adalah hari raya idul fitri. Rasulullah bersabda, wahai Abu Bakar, sesungguhnya setiap kamu ada hari rayanya dan ini adalah hari raya kita.” (Riwayat Ibnu Majah)

Berdasarkan Hadis tersebut, nyatalah bahawa hiburan yang menghiburkan jiwa serta menenangkan hati diharuskan oleh Islam. Ini dinyatakan oleh al-Syeikh Yusuf al-Qardhawi bahawa antara hiburan yang dapat menghibur jiwa, menenangkan hati serta menyedapkan telinga adalah nyanyian. Hiburan nyanyian ini diharuskan oleh Islam dengan syarat ia tidak dicampuri kata-kata kotor, keji atau yang boleh memberangsangkan kepada perbuatan dosa. (al-Halal wa al-Haram fi al-Islam, hal. 273).

2.2 Dalam membincang isu ini, Muzakarah Jawatankuasa Fatwa Kebangsaan Bagi Hal Ehwal Agama Islam Malaysia dalam persidangan kali ke-2 pada 12 – 13 Mei 1981 telah membuat keputusan seperti berikut:

- a) Nyanyian yang senikatanya baik, tidak lucu, tidak biadap dan tidak mendorong kepada maksiat[1], tidak bercampur gaul antara lelaki dengan perempuan dan tidak membawa kepada fitnah[2] adalah harus;
- b) Jika nyanyian senikatanya tidak baik, lucu, biadap, mendorong kepada maksiat, bercampur gaul lelaki dengan perempuan dan membawa kepada fitnah maka nyanyian itu adalah haram;
- c) Pancaragam yang melalaikan[3] hukumnya haram;
- d) Mendengar nyanyian dan pancaragam adalah harus dengan syarat senikatanya baik, tidak lucu, tidak biadap, tidak bercampur lelaki dengan perempuan dalam keadaan yang tidak menimbulkan fitnah; dan
- e) Menyanyi untuk menimbulkan semangat jihad adalah harus.

### **3. KANDUNGAN GARIS PANDUAN**

3.1 Garis panduan ini mengandungi perkara-perkara berikut:

- 3.1.1 Takrif
- 3.1.2 Program Hiburan
- 3.1.3 Persembahan Muzik
- 3.1.4 Lirik Lagu
- 3.1.5 Persembahan Artis
- 3.1.6 Persembahan Tarian
- 3.1.7 Tanggungjawab Penganjur
- 3.1.8 Kesimpulan

3.2 Takrif

3.2.1 Hiburan

Maksud hiburan ialah sesuatu (perbuatan, benda dll) untuk menghiburkan (menyenangkan, mententeramkan) hati. (Kamus Dewan).

3.2.2 Nyanyian

Maksud nyanyian ialah gubahan muzik yang dilagukan dengan suara. (Kamus Dewan).

### 3.2.3 Muzik

Maksud muzik ialah gubahan bunyi untuk memperoleh keindahan bentuk dan pernyataan perasaan. (Kamus Dewan).

### 3.2.4 Tarian

Maksud tarian ialah gerakan badan serta tangan dan kaki berirama mengikut rentak muzik. (Kamus Dewan).

## 4. GARIS PANDUAN

Garis panduan yang memisahkan sama ada hiburan itu boleh atau sebaliknya menurut Islam adalah sejauh mana hiburan tersebut mencapai maksud dan prinsip Islam yang menekankan ke arah kesejahteraan umat manusia. Antara garis panduan tersebut adalah seperti berikut;

### a) Program Hiburan

- i. Bermatlamatkan kebaikan dan kesejahteraan.
- ii. Diadakan di tempat yang bersesuaian supaya tidak mengganggu ketenteraman awam dan orang ramai.
- iii. Mengambil kira masa yang bersesuaian dengan sensitiviti masyarakat dan ajaran Islam.
- iv. Tidak disertai oleh perbuatan-perbuatan haram atau maksiat.
- v. Tidak mengandungi acara yang bersifat provokasi yang boleh menimbulkan sikap prejudis atau permusuhan.
- vi. Tidak mengandungi unsur-unsur pemujaan atau penyembahan yang bertentangan dengan ajaran Islam.

### b) Persembahan Muzik

- i. Tidak menimbulkan gerakgeri liar.
- ii. Tidak mendorong kepada perbuatan maksiat.
- iii. Tidak melalaikan.

### c) Lirik

- i. Kalimah syahadah dalam bahasa Arab hendaklah disempurnakan.

- ii. Tidak mengandung sebutan yang boleh membangkitkan nafsu syahwat, perkataan lucu, menggambarkan arak, dan memberi perangsang melakukan dosa.
- iii. Tidak mengandung unsur-unsur pemujaan kepada makhluk dan peribadi.
- iv. Tidak mengandung ungkapan-ungkapan yang melanggar adab kesopanan dalam Islam.
- v. Tidak mengandung ungkapan yang melanggar akidah dan syariat Islam.
- vi. Tidak mengandung unsur mengutuk nasib dan lucu.
- vii. Tidak mengandung unsur menghina, mengaib, mencaci, memfitnah dan seumpamanya.
- viii. Tidak boleh menjadikan teks al-Quran sebagai lirik.

d) Persembahan Artis

- i. Berinteraksi dengan penonton secara sopan dan disertai kata-kata yang boleh membina nilai-nilai kemanusiaan.
- ii. Berpakaian kemas, sopan serta tidak memakai pakaian yang boleh mendedahkan diri kepada eksploitasi penonton dan tidak bercanggah dengan kehendak Islam.
- iii. Tidak melakukan gerak geri dan perkataan yang boleh menimbulkan perasaan yang mendorong kepada maksiat dan menghina Islam.
- iv. Tidak mengucapkan kata-kata yang menggalakkan perbuatan maksiat atau menghina agama Islam.

e) Persembahan Tarian

- i. Berpakaian kemas, sopan serta tidak memakai pakaian yang boleh mendedahkan diri kepada eksploitasi penonton dan tidak bercanggah dengan kehendak Islam.
- ii. Gerak tari yang dipersembahkan tidak menimbulkan fitnah.
- iii. Tidak berlaku percampuran antara lelaki dengan perempuan yang boleh menimbulkan fitnah.
- iv. Tidak bertujuan pemujaan atau penyembahan.



v. Tidak dipersembahkan dengan gaya yang memberahikan.

f) Tanggungjawab Penganjur

Penganjur hendaklah memastikan acara hiburan yang dianjurkan menepati garis panduan yang telah disediakan.

## **5. KESIMPULAN**

Garis Panduan ini diharap memberikan panduan kepada pihak yang terlibat dalam industri hiburan. Ia juga dijadikan usaha untuk mewujudkan masyarakat yang dapat mengamal dan menikmati hiburan berteraskan nilai-nilai akhlak dan syariat Islam.

Rujukan: <http://www.islam.gov.my/portal/lihat.php?jakim=3710>. Retrieved on 4/4/2010.