



"Mutiara Ramadhan" Da'wah Program at RRI Bengkulu: A Review of the Theory of the Hierarchy of Media Content Influence

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Abstrak

Kata kunci:

Pesan Dakwah,
Hirarki Pengaruh
Isi Media, Media
Penyiaran, Radio

Penelitian ini bertujuan untuk mendeskripsikan hirarki pengaruh pesan dakwah yang disiarkan Lembaga Penyiaran Publik (LPP) Radio Republik Indonesia (RRI) Bengkulu. Penelitian ini mengulas bagaimana struktur penyampaian isi pesan dakwah dan faktor hirarki yang dominan memiliki pengaruh pada program Mutiara Ramadhan. Penelitian ini menggunakan pendekatan deskriptif-kualitatif. Peneliti mewawancari informan kunci, wawancara secara mendalam dengan penyiar dan pengisi program untuk memperoleh perspektif yang lebih komprehensif. Peneliti melakukan observasi terhadap program Mutiara Ramadhan, dan menganalisis dokumen pada konten yang telah tayang. Sebagai pisau analisisnya, penelitian ini menggunakan teori hirarki pengaruh untuk mengkaji pengaruh pesan dakwah. Hasil penelitian menunjukkan bahwa dua faktor utama dalam tinjauan Hierarki Pengaruh Konten Media yang mempengaruhi eksistensi program Mutiara Ramadhan. Faktor internal media, aspek pekerja (individuals) beragama Islam, terbiasa dengan program syiar Islam di ramadhan, dan rutinitas setiap masa Ramadhan selalu menghadirkan program syiar Islam (Media Routine). Adapun faktor eksternal media, seperti struktur organisasi, melalui kebijakan para pemangku kebijakan mendorong adanya program Mutiara Ramadhan. Selain itu, pada level institusi media mempertimbangkan khalayak pendengar setia RRI Bengkulu mayoritas beragama muslim, total populasi 98 % penduduk muslim menjadi pertimbangan. Lalu, level Sistem Sosial atau Ideologi ditunjukkan dengan jajaran struktur pimpinan yang beragama Islam seluruhnya, dan pekerja mayoritas 99 beragama Islam, sehingga ada kepentingan mempertahankan ideologi kepercayaannya.



Keywords:

*The Message of
Da'wa, the
Hierarchy of
Influence of
Media Content,
Broadcast Media,
Radio*

Abstract

This research aims to describe the hierarchy of influence of da'wah messages broadcast by the Public Broadcasting Institution (LPP) Radio Republik Indonesia (RRI) Bengkulu. This research reviews how the structure of delivering the content of da'wah messages and the dominant hierarchical factors have an influence on the Mutiara Ramadhan program. This research used a descriptive-qualitative approach. Researchers interviewed key informants, in-depth interviews with broadcasters and program performers to obtain a more comprehensive perspective. Researchers made observations of the Mutiara Ramadhan program, and analyzed documents on the content that had been broadcast. As an analytical tool, this research used the hierarchy of influence theory to examine the influence of da'wah messages. The research had resulted show that two main factors in the Hierarchy of Media Content Influence review influence the existence of the Mutiara Ramadhan program. Internal media factors, aspects of workers (individuals) who are Muslim, are used to Islamic broadcasting programs during Ramadan, and the routine every time during Ramadan is to always present Islamic broadcasting programs (Media Routine). As for external media factors, such as organizational structure, through policies, policy makers encourage the Mutiara Ramadhan program. Apart from that, at the media institutional level, considering that RRI Bengkulu's loyal listening audience is predominantly Muslim, the total population of 98% of the Muslim population is taken into consideration. Then, the level of Social System or Ideology is shown by the entire leadership structure being Muslim, and the majority of workers being Muslim, so there is an interest in maintaining their ideological beliefs.

INTRODUCTION

The Muslim population in Bengkulu will be 97.72% in 2023. This is a fantastic figure and is in accordance with existing reality. Of course, for such a large number there needs to be a guarantee of the quality of their understanding and practice of Islamic teachings. One of these things is an effort to invite and call to the truth and the way of Allah SWT. In various literacies, this is known as Da'wah. Da'wah is an absolute obligation for every Muslim. However, it also becomes mandatory kifayah, when da'wah is carried out by dal using lecture, writing or community empowerment methods (Basit, 2021).



The effect will be much easier and faster when the da'wah activity is through mass media and social media. There are many types of mass media, one of which is da'wah which is carried out through broadcast media such as television and radio (Hurari, 2022). It is not surprising that every time the holy month of Ramadan enters, the mass media, especially broadcast media, both television and radio, intensively broadcast broadcast programs entitled Islamic da'wah (Hayat, 2016). Almost all the time, it is always inseparable from the Islamic broadcasting program which is the mainstay. Specifically, the Public Broadcasting Institution (LPP) Radio Republik Indonesia (RRI) Bengkulu also did the same thing regarding Islamic broadcasting. However, what is most striking among other broadcast programs is the broadcast program entitled, Mutiara Ramadhan. This program contains tausyiah in a dialogue style between speakers from among Muslim scholars, or religious figures, or religious authorities and broadcasters. Occasionally there are also question and answer sessions with viewers via popular chat message numbers, the Whatsapp application. The contents of the tausyiah also have various themes, for example: Fasting gives birth to human brotherhood (Riawan, 2024).

The author assumes that the presence of Islamic broadcast programs on RRI Bengkulu is a consequence of the broadcasting institution's policies. When it comes to policy, of course it is related to the era and the policy makers. They are usually in the structural ranks of the RRI institutional bureaucracy. Moreover, strengthening religious education is an important part of the RRI 2020-2024 Strategic Plan. Mutiara Ramadhan is part of strengthening religious education, this program exists and is broadcast, because of intervention from the policies of institutional leaders who have full authority. The station head has the power to order the head of broadcasting. The head of broadcasting has the authority to organize and manage and make the Mutiara Ramadhan program a reality. This assumption needs to be proven with in-depth research and study. Therefore, the relevant theory is the theory of the hierarchy of influence of media content which was coined by P. J. Shoemaker & S. D. Reese. According to Nasrullah, the Hierarchy of Influence of Media Content theory initiated by P.J Shoemaker & S.D. Reese indicated that there are two big factors that influence the content of programs in the media. According to him, first, internal media factors, including the individual characteristics of media workers (individuals) and the routines that take place within media organizations (media



routines). Second, external media factors, namely extramedia variables and ideology. Variables at the extramedia level question media information sources, advertisers, target audiences, government control, or media markets. Also, there are social system and ideological variables (Nasurillah, 2020).

Apart from that, a study that examines the factors behind the emergence of the Islamic broadcast program in the month of Ramadhan, entitled *Mutiara Ramadhan* at RRI Bengkulu, is actually something new. Not a single researcher has touched this area yet. Several previous research studies focused more on other matters surrounding RRI Bengkulu. For example, Konggoro et al reviewed the analysis of social responsibility for implementing the Coffee Morning broadcast program, tending to focus on mass communication in implementing radio broadcast programs (Maryaningsih, 2012). Then, Putri et al focused on describing the implementation of the control and social glue function of RRI Pro 1 Bengkulu in maintaining the existence of the Unitary State of the Republic of Indonesia (Sari, 2023). Next, Pertiwi et al reviewed the use of journalistic language in news texts. Pertiwi et al analyzed using discourse analysis of the RRI Pro 1 Bengkulu Bulletin health news script for the period of September 2023 (Hafizah, 2024).

Next, Pisca et al, their study of humanitarian realities in the feature script "Mirror Life of Turtle Fighters" on Bulletin Pro I Radio Republik Indonesia Bengkulu (Indiarma, 2024). So, it can be concluded that the author's study which addresses the hierarchical factors influencing media content on the religious broadcast program entitled *Mutiara Ramadhan* on RRI Bengkulu is something new, and has never existed before. Moreover, LPP RRI Bengkulu is the only broadcasting institution whose broadcast coverage reaches almost all corners and corners of this area (Boyke, 2013).

This broadcasting institution also has strengths in terms of facilities and expert staff and practitioners. The wide reach and availability of human resources has further strengthened its status as the most influential radio in this area. So, various mainstay programs, especially when entering the period of worship in the holy month of Ramadan, will be increasingly strategic, decorating da'wah activities. However, how does the da'wah program entitled *Mutiara*



Ramadhan exist at RRI Bengkulu? Also, what are the factors behind the existence of this Islamic broadcast program? So, the author is interested in conducting further research by analyzing using Shoemaker and Reese's Hierarchy of Influence of Media Content theory. METHOD This article is the result of qualitative research. Qualitative methods are used to explore various factors behind the existence of something. However, how does the da'wah program entitled Mutiara Ramadhan exist at RRI Bengkulu? Also, what are the factors behind the existence of this Islamic broadcast program? So, the author is interested in conducting further research by analyzing using Shoemaker and Reese's Hierarchy of Influence of Media Content theory.

METHOD

This article is the result of qualitative research. Qualitative methods are used to explore various factors behind the existence of something (Sugiyono,2020). In the context of this research, the author attempts to explore more deeply and comprehensively the factors and reasons for the emergence of this broadcast program on RRI Bengkulu. As is known, the author uses Shoemaker and Reese's Hierarchy of Influence of Media Content theory. Because, according to shoemaker and Reese, there are many variables in the two dominant factors that influence media content, in the form of programs, content, news, etc (Nasrullah, 2020).

Next, the author breaks down the Media Content Influence Hierarchy theory into several key variables or sub-theories. There are five main sub-theories or variables, namely: individuals, routine practices, media organizations, social institutions, and social systems. The author creates a list of questions derived from the explanations of these five variables. Subsequently, the author conducts in-depth interviews with the broadcasters involved in the Mutiara Ramadhan program. In addition, the author also conducts in-depth interviews with various sources. Next, the author interviews the Head of the Broadcasting Department of LPP RRI Bengkulu, Henny Sulistyowati. After that, the author interviews the Head of RRI Bengkulu Station, Bogi Purgito.

The author also conducts participant observation, where the author attends the broadcast program and watches it live in the studio. The author also reviews relevant documentation related to this research. The documentation review includes letters, video



recordings of the program, policy documents, related regulations, pamphlets, digital information related to the Mutiara Ramadhan program, and other necessary documents.

The results of the interviews and observations become part of the primary data owned by the author. Additionally, the author obtains secondary documents from various types of documentation analysis, as well as other written materials or documents closely related to this research. Next, the author uses source and data triangulation techniques to test the validity of the data. The researcher then analyzes the data using the Miles & Huberman model. The author simplifies the data (Data Reduction), presents the data in narrative text form, and draws conclusions. Meanwhile, before the research findings are exposed, the author validates the data through extended observation, discussions with colleagues, and verification (Moleong, 2021).

RESULT AND DISCUSSION

Muslim Broadcaster Background: Belief, Worship, Study

This confirms the truth of the first internal media factor, namely the individual level. LPP RRI Bengkulu broadcasters are predominantly Muslim. In particular, the broadcaster who handles the Mutiara Ramadhan program is Muslim. The broadcasters are aware that their religious background is one of the driving factors behind their role in hosting the Mutiara Ramadhan program. They realize that they are not just broadcasting, but also fulfilling a moral responsibility as devout Muslims since a young age. There is a proximity value in the form of Islam that is attached to their roles. Some of the broadcasters even view the task of broadcasting as an act of worship, especially as they do so during the holy month of Ramadhan. They believe that every good deed is rewarded with multiplied blessings by Allah Swt.

This deeply ingrained belief further strengthens their confidence, with Islam as the core sentiment that drives them. On the other hand, some broadcasters also see this as a learning process. Whether consciously or unconsciously, they are learning and deepening their understanding of Islam through the sources invited to share their knowledge on the Mutiara Ramadhan program. For the speakers or religious leaders (ustadz/ustadza), this is an opportunity for Islamic outreach. It is a chance to spread goodness. This also reinforces Islamic teachings for all the faithful listeners of RRI Bengkulu who are Muslim.



No Commercials, But Social Responsibility

This confirms a differing perspective within the second internal factor of the media, namely the level of routine practices. The theory states that media institutions are inclined to create broadcasts with the consideration of advertisers. Media institutions aim for profit, generating high revenue, which impacts their daily operations.

However, LPP RRI Bengkulu emphasizes that it is not profit-oriented. The institution has a moral responsibility toward society's well-being. Religious activities supported by religious programs are not solely for Muslims. These religious programs are also intended for followers of other recognized and constitutionally accepted religions. The Head of the Broadcasting Department, Henny Sulistyowati, explained that RRI Bengkulu has no intention of generating income from the Mutiara Ramadhan program. The program exists based on the momentum of the arrival of the holy month of Ramadhan. It is only fitting that the program adds to the excitement of the arrival of Ramadhan. Mutiara Ramadhan serves as a way to fill the leisure time of those waiting for iftar during the month of Ramadhan. The program is even often broadcast through loudspeakers in mosques across various regions in Bengkulu (Sulistiyowati, 2024).

RRI Bengkulu as a public broadcasting institution, has high social responsibility. Especially in religious issues. For this reason, RRI also provides broadcast space for religious studies of other religious communities.

Mutiara Ramadhan, RRI Broadcast Program throughout Indonesia

The Islamic preaching program titled Mutiara Ramadhan is not only a religious program for RRI Bengkulu, but also for almost all RRI stations across Indonesia, which broadcast similar programs. This means that it is a centralized policy of the institution. The program's name is a policy of the central LPP RRI, but its implementation techniques are adapted and adjusted by the regional LPP RRI stations. Several documents show that other RRI stations also carry the



Mutiara Ramadhan broadcast, especially RRI Programa 4. Stations that broadcast this program include: RRI Gorontalo, RRI Surabaya, RRI Samarinda, and other regions.

The Head of Broadcasting at RRI Bengkulu confirmed that the Islamic preaching broadcast, Mutiara Ramadhan, is part of the institution's structural policy. This also confirms the third internal media factor, which is the media organization level. The policy products introduced by senior officials of the institution affect whether or not a program exists. Since this is a policy from a centralized program rule, regional stations must adjust accordingly. Thus, the organizational structure can influence the work culture. Muslim broadcasters play a key role in determining whether or not the Mutiara Ramadhan program will be aired (Sulistiyowati, 2024).

Domination of Muslim Population, Character of Muslim Listeners, Ramadan Atmosphere

It cannot be denied that the loyal listeners of RRI Bengkulu are predominantly Muslim. Although broadcasting research institutions, such as Nielsen Indonesia, have never released audience categories based on religion, this claim aligns with the reality that Muslims are the majority population in the administrative region of Bengkulu. RRI Bengkulu certainly does not ignore this demographic reality. In fact, the station is even more confident when airing Islamic study programs, especially as they are broadcast between the Ashar prayer time and just before Iftar. This is considered prime time, a period when the audience is typically waiting for Iftar.

RRI Bengkulu sees an opportunity in this, particularly as the audience in Bengkulu tends to enjoy radio broadcast content more than reading books, magazines, or newspapers. This reflects the reality that the reading interest in Bengkulu is relatively low. This means that the media policy of airing this program is very appropriate and relevant to the local context, time, and place. LPP RRI is part of the government, under the oversight of the legislative body at the central level, but it is also monitored by the Indonesian Broadcasting Commission (KPID) Bengkulu (Purgito, 2024). Thus, this confirms the first aspect of the external factors of media institutions, which is the level of social institutions. According to Shoemaker and Reese, the level of social institutions involves media sources, advertisers, audiences, public relations, government control, the media market, market characteristics, and media policies. However, in



this study, the three most influential factors are market share, market characteristics, and media policy.

RRI Channel for Unifying the Nation, the Ideology of Pancasila and the Republic of Indonesia

The ideology of the staff at RRI Bengkulu is based on nationalism, with its four main pillars: the 1945 Constitution, Pancasila, the Unitary State of the Republic of Indonesia (NKRI), and Bhinneka Tunggal Ika (Unity in Diversity). This aligns with the institution's tagline as the Unifier of the Nation (Dokumen PPID 2023).

However, does the ideology of Islamic teachings also influence this? Certainly, it affects the course of the Mutiara Ramadhan broadcast program. Every individual has a tendency to side with something, as it is part of their ideological principles. This happens within the internal space, but in the external space, all elements at RRI Bengkulu strive to serve all segments of society. Nevertheless, it cannot be denied that ideological factors play a role, both directly and indirectly.

CONCLUSION

This research produces significant and interesting insights from the author based on the five levels of two main categories of factors according to the Hierarchy of Media Content Influence theory by Shoemaker and Reese in examining the existence of the Mutiara Ramadhan broadcast program, as follows:

1. The broadcasters, as Muslims, have an instinct to uphold their beliefs, view the program as an act of worship, and consider it part of their learning and education in the field of Islamic studies. Therefore, for the broadcasters, Mutiara Ramadhan is a momentous occasion, although at the same time, it is their duty to perform their role as broadcasters.
2. RRI Bengkulu is not profit-oriented, but rather focused on social responsibility.
3. RRI Bengkulu follows the policies set by RRI Central.
4. The Mutiara Ramadhan preaching program is relevant and appropriate for the listeners, who are predominantly Muslim in Bengkulu.



5. The ideology of being a Muslim for the broadcasters, extending to the structural level, is an internal aspect, while the external aspect is the ideology of the Indonesian nation, which is embedded in the four pillars of the state: the 1945 Constitution, Pancasila, NKRI (the Unitary State of the Republic of Indonesia), and Bhinneka Tunggal Ika (Unity in Diversity). Although the internal aspect also influences the actors involved. Therefore, this research is highly likely to be followed up with future studies on other religious programs or programs related to the interests of the Muslim community broadcast by LPP RRI Bengkulu, of course with the application of the Hierarchy of Media Content Influence theory by Shoemaker and Reese.

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