

# TINGKAT KEPUASAN MUSLIM ATAS PRODUK MEDIA MASSA DI INDONESIA DALAM MEMENUHI KEBUTUHAN INFORMASI TERKAIT DENGAN KEMUSLIMANNYA

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**Abstract.** Every Muslim has a duty to be a perfect personal which should be pursued throughout her/his lives. Mass media is one of the information sources that can be used to achieve that goal: to improve their Islamic quality. There are various mass media and its products which are accessed by the society. Even though several of those mass media confessed that they have already conducted survey regarding the needs of the society in term of content of mass media but there are limited information related to the level of satisfaction of the consumer of media.

The level of Muslim satisfaction in fulfill their needs of information from mass media usually related to their Islamic level. The level of Muslim satisfaction over the media they consume will affect their actions and choices or decisions they made to choose selected media. The media in this case is online media because its speed in delivering information. By knowing the level of Muslim satisfaction, the owner of mass media can develop policy regarding the content of their media.

*Uses and gratification theory* is the way to obtain the level of Muslim satisfaction in consuming media both from the personal needs and social needs. The reason is because *the uses and gratifications theory* can explore five categories of satisfactoriness. They are cognitive needs, affective needs, personal integrative needs, social integrative needs and tension free needs. It will be evaluated in the objective perspective that can be measured in the qualitative method.

Key words : uses and gratifications, Muslim, mass media.

**Abstrak.** Setiap Muslim diwajibkan untuk menjadi pribadi yang sempurna yang diupayakan sepanjang hidupnya. Media massa adalah salah satu sumber informasi yang dapat digunakan Muslim untuk menjadi pribadi yang sempurna dengan meningkatkan kualitas kemuslimannya. Media massa dan produknya yang dikonsumsi masyarakat sangat beragam. Meskipun sebagian dari media massa tersebut mengaku telah melakukan survei pasar sebelum meluncurkan produk-produknya, tetapi masih sedikit informasi mengenai tingkat kepuasan konsumen media atas produk-produk tersebut.

Tingkat kepuasan Muslim dalam memenuhi kebutuhan akan informasi dari berbagai media yang ada terkait dengan kemusliman mereka. Tingkat kepuasan Muslim atas media yang