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**TITLE : AGAMA SEGMENTATION IN BERITA HARIAN : THE EFFECTIVNESS OF
AGAMA SEGMENTATION IN BERITA HARIAN IN DELIVERING DAKWAH TOWARDS
UNIVERSITY STUDENTS**

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ABSTRACT

Islamic slot or segmentation is one of the important thing in media especially newspaper in order to give an educational input or general knowledge towards the young generation especially teenagers on how important is the Islamic Slot in their newspaper. Apart from giving a general knowledge, Islamic Segmentation in newspaper can also improve the Islamic skill in and thinking for certain individu and can lead them into a right path of Islamic concept in daily life.

The researcher is focusing on the effectiveness of Islamic Slot in newspaper and how it can be adapt in our society in order to increase their awareness on how important is Islamic Slot in newspaper. The research objectives for this study are:

- To identify student's perception towards the Islamic segmentation in Berita Harian.
- To study the effectiveness of Islamic segment in Berita Harian towards delivering dakwah.
- To determine the contribution of the Islamic segment in Berita Harian towards understanding of Islam among students.

The researchers are using in-depth interview that requires a number or respondent which was a number of professional which expert in this field also expertise from others as well. Researcher will be asking them a few questions regarding this topic. The respondent will be choosing based on their educational, intellectual and their understanding about the topic. People that researcher going to interview for this research is:

- Communication and Media (Masscomm) Student
- Programmed Director RTM Melaka
- Imam Muda from Astro

Based on this study, the researcher can get an expectation and view from many sides and each level of generation will have their own reasons or opinion regarding this issue.

Keyword : effectiveness, islam, dakwah