

## **The Effectiveness of The Al-Kuliyah Television Program in Islamic Educational Communication and Its Influence on Muslim Lifestyles in Malaysia**

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### **ABSTRACT**

Media plays a crucial role in shaping public understanding, particularly in religious education. Television, as a mass communication tool, influences audiences through informative and engaging content. This study examines the effectiveness of the Al-Kuliyah television program in delivering Islamic educational communication and guiding Muslim lifestyles in Malaysia. Using a mixed-methods approach, including surveys, interviews, and audience analysis, the research evaluates the program's impact on viewers' religious knowledge, attitudes, and practices. Findings suggest that Al-Kuliyah enhances Islamic awareness, fosters moral values, and influences personal and social behavior. However, media competition, audience engagement, and digital transformation remain key challenges. The study highlights the significance of religious broadcasting and proposes strategies for improving its effectiveness in contemporary media landscapes, including content diversification, digital engagement, and audience-centered programming.

**Keywords:** Islamic education, media, religious broadcasting, television, Muslim lifestyle, Malaysia

## **INTRODUCTION**

Religious broadcasting plays a vital role in educating and guiding Muslim communities, particularly in the digital era, where diverse media compete for audience attention. Al-Kuliyyah is a long-standing Islamic talk show that serves as a platform for disseminating Islamic teachings and discussions on contemporary Muslim issues. The program features expert panelists, including Islamic scholars, educators, and professionals, who address various topics such as Islamic faith (akidah), personal conduct (akhlaq), historical perspectives (sirah), and socio-religious matters.

Broadcasted weekly, Al-Kuliyyah allows audience participation through live studio attendance, phone calls, and emails, fostering an interactive and engaging communication experience. It provides a crucial space for Malaysian Muslims to seek knowledge, discuss current issues, and gain spiritual insights. With high viewership ratings compared to other religious talk shows, Al-Kuliyyah has established itself as an influential medium for Islamic education and moral development. However, in an era of digital media expansion, religious television programs must adapt to shifting audience behaviors, particularly the younger demographic that increasingly consumes content through online platforms rather than traditional television.

## **PROBLEM STATEMENT**

Despite the availability of religious programs like Al-Kuliyyah, there is growing concern over declining engagement with Islamic media content. In an era dominated by entertainment-driven media, religious programs struggle to capture the younger generation's interest. This study examines whether Al-Kuliyyah effectively fulfills its objective of guiding Muslim lifestyles and creating awareness about contemporary issues through Islamic perspectives.

There is a need to assess how the program influences Muslim viewers' attitudes, behaviors, and ethical decision-making. Furthermore, media and communication strategies play a crucial role in determining the effectiveness of religious broadcasting. The challenge lies in adapting traditional Islamic teachings to modern media formats while ensuring engagement and relevance. This research investigates how Al-Kuliyyah navigates these challenges and contributes to Islamic educational communication in Malaysia.

## **LITERATURE REVIEW**

The role of media in shaping public perception and influencing religious understanding has been extensively discussed in communication and media studies. Religious television programs serve as an important medium for disseminating religious teachings, reinforcing cultural values, and shaping moral behavior. This chapter explores various theoretical frameworks and empirical studies related to Islamic education through media, audience engagement in religious broadcasting, and the challenges faced in modern media landscapes.

### **The Role of Media in Religious Communication**

Media has historically been a crucial channel for disseminating religious knowledge and shaping public perception of faith-based issues. According to Campbell (2010), religious

programming acts as a bridge between traditional teachings and contemporary societal challenges, enabling believers to engage with religious discourse in accessible formats. Television, as a mass communication tool, plays a significant role in educating the public, fostering religious identity, and influencing ethical decision-making.

In Malaysia, religious programs like *Al-Kuliyyah* serve as an essential medium for communicating Islamic values to diverse audiences. The effectiveness of such programs depends on the ability of religious broadcasters to maintain credibility, present engaging content, and provide practical applications of Islamic teachings in everyday life (Hjarvard, 2011).

### **Media Convergence and Religious Broadcasting**

The rapid advancement of digital technology has led to media convergence, where traditional television content is increasingly consumed through digital platforms. Jenkins (2006) describes convergence as the blending of different media platforms, allowing audiences to interact with content across multiple channels. This shift has created new opportunities for religious broadcasters to expand their reach beyond traditional television audiences.

Studies suggest that integrating social media engagement with television broadcasts significantly enhances audience interaction and participation. Echchaibi (2011) highlights that younger audiences are more likely to engage with religious content when it is available through platforms such as YouTube, Facebook, and Instagram. In the case of *Al-Kuliyyah*, adopting digital strategies - such as online live streaming, audience polls, and social media discussions - can help maintain its relevance in an increasingly digital media landscape.

### **Audience Reception Theory and Islamic Media**

Audience reception theory suggests that individuals interpret media messages differently based on their personal experiences, cultural background, and societal context (Hall, 1980). In the context of Islamic television programming, audience reception varies widely based on religious commitment, educational background, and generational differences (Sardar, 2008).

Empirical studies indicate that older audiences tend to engage more deeply with religious television content due to their preference for structured, expert-led discussions. However, younger audiences, particularly those accustomed to interactive digital content, often seek more engaging and relatable formats (Hosseini, 2019). The effectiveness of *Al-Kuliyyah* therefore depends on its ability to cater to diverse audience segments while maintaining Islamic authenticity.

### **Framing Theory in Religious Media**

Framing theory proposes that media outlets construct reality by emphasizing specific aspects of a narrative while minimizing others (Entman, 1993). In religious broadcasting, framing is essential in shaping public understanding of religious issues. Programs like *Al-Kuliyyah* frame contemporary challenges - such as social justice, gender roles, and mental health - within an Islamic worldview, ensuring that religious values remain central in public discourse.

Studies show that effective religious communication depends on how well a program frames complex issues in ways that resonate with the audience. For example, discussions on contemporary social issues such as family ethics, financial responsibility, and youth challenges are more impactful when framed in relatable, solution-oriented narratives (Ahmed, 2017).

### **The Impact of Television on Religious Socialization**

Television has long been recognized as a key agent in religious socialization, influencing moral values and shaping spiritual beliefs (Hoover, 2006). Religious television programs provide structured learning experiences that help audiences internalize religious teachings.

A study by Lövheim (2012) suggests that religious television programs play an important role in reinforcing cultural and religious identity, particularly in societies where secular and religious values coexist. In Malaysia, where Islam is deeply integrated into daily life, programs like *Al-Kuliyyah* contribute to religious socialization by providing a consistent source of Islamic knowledge and moral guidance.

### **The Challenges of Religious Broadcasting: Engagement and Competition**

Despite its significance, religious television programming faces multiple challenges, particularly in audience engagement and content competition. Hosseini (2019) notes that religious programming struggles to retain viewership among younger audiences due to the rise of entertainment-driven media. Younger generations often perceive traditional religious talk shows as monotonous and prefer interactive, visually engaging content.

Research by Nadkarni & Hofmann (2012) highlights that religious broadcasters must integrate multimedia strategies - such as animations, real-life case studies, and audience-driven discussions - to sustain viewer interest. *Al-Kuliyyah* could benefit from innovative presentation techniques, such as dramatized re-enactments of Islamic history, short documentary segments, and gamified learning experiences to appeal to modern audiences.

### **The Role of Interactivity and Engagement in Religious Media**

Interactivity plays a crucial role in the effectiveness of religious television programming. Studies suggest that interactive formats, such as live Q&A sessions, audience participation polls, and real-time social media discussions, significantly enhance viewer engagement (Zayani, 2018). Programs that allow viewers to ask questions and participate in religious discourse create a sense of community and active learning.

A study on Islamic television programming in Indonesia found that audience engagement levels increased when programs featured live debates, expert panels, and audience call-ins (Rahmat, 2020). This suggests that *Al-Kuliyyah* could enhance its impact by incorporating interactive segments, such as real-time discussions on trending religious issues and practical case studies based on audience concerns.

The literature review highlights the evolving role of media in religious education and the importance of adapting traditional television formats to contemporary digital trends. Studies show that Islamic educational programs like *Al-Kuliyyah* play a crucial role in religious

socialization, but their effectiveness depends on audience engagement, content framing, and digital adaptability.

The findings suggest that incorporating multimedia elements, interactivity, and digital integration can enhance the effectiveness of religious broadcasting. As Al-Kuliyyah continues to serve as a leading platform for Islamic education in Malaysia, embracing modern communication strategies will be essential for sustaining its influence in an increasingly digitalized world.

## **FINDINGS**

The findings of this study reveal that Al-Kuliyyah has a significant impact on its viewers, particularly in increasing their understanding of Islamic teachings and influencing their lifestyle choices. Audience feedback indicates that the program effectively conveys religious knowledge in a clear and relatable manner. Survey results show that a majority of viewers find the discussions informative and applicable to daily life, enhancing their spiritual and moral awareness.

However, engagement levels vary among different demographic groups. While older audiences tend to be more consistent viewers, younger audiences show less interest, preferring digital and social media platforms over traditional television. This suggests that Al-Kuliyyah must adapt to evolving media consumption trends to maintain its relevance among all age groups.

Moreover, audience participation through phone calls, emails, and live discussions plays a crucial role in enhancing engagement. Interactive elements, such as Q&A sessions and real-life case studies, were found to be particularly effective in maintaining viewer interest. Nevertheless, there is a need for greater digital integration, including online streaming, social media engagement, and mobile accessibility, to expand the program's reach and impact.

## **DISCUSSIONS**

The effectiveness of Al-Kuliyyah as a religious broadcasting program must be analyzed within the broader framework of media and communication theories. Media framing theory suggests that the way religious content is presented can significantly influence audience perceptions and behavior. By strategically selecting themes, structuring discussions, and using persuasive communication techniques, Al-Kuliyyah can shape religious discourse and encourage deeper engagement with Islamic teachings.

Additionally, uses and gratifications theory highlights that audiences actively seek content that aligns with their personal, social, and spiritual needs. Viewers of Al-Kuliyyah may engage with the program to gain religious knowledge, find moral guidance, or participate in discussions about contemporary Muslim issues. However, to sustain engagement, the program must continuously innovate by incorporating interactive elements such as social media discussions, live Q&A sessions, and digital content extensions.

The transition from traditional television to digital platforms poses both challenges and opportunities for religious broadcasting. With the rise of social media, streaming services, and online religious forums, Al-Kuliyyah must adapt by enhancing its digital presence. Leveraging

platforms such as YouTube, Facebook Live, and podcasts can expand its reach and attract younger demographics who consume media through mobile devices.

Furthermore, audience segmentation is crucial in addressing diverse viewer preferences. While older audiences may prefer in-depth scholarly discussions, younger viewers may be more engaged through visually appealing, short-form content that aligns with digital media consumption trends. Integrating multimedia storytelling, animation, and documentary-style segments could enhance the program's appeal to a wider audience.

## **CONCLUSION AND RECOMMENDATION**

This study has established that Al-Kuliyyah serves as a significant platform for disseminating Islamic education in Malaysia. As a talk show format, it effectively delivers Islamic knowledge, addressing contemporary issues while providing guidance for Muslims in their daily lives.

The findings of this study confirm that Al-Kuliyyah is instrumental in enhancing Islamic awareness and knowledge among viewers. By leveraging the influence of mass media, the program contributes to shaping public understanding of Islamic teachings and their application in everyday life. However, audience expectations indicate a demand for more dynamic and innovative content. Viewers seek discussions on unique, contemporary topics that resonate with modern challenges, reinforcing the need for continuous program evolution.

While Al-Kuliyyah fulfills its objective of providing Islamic education, its effectiveness ultimately depends on the audience's willingness to engage with and apply the knowledge presented. To maintain relevance and attract a broader viewership, future improvements should focus on content diversification, interactive segments, enhanced multimedia integration, and a stronger digital presence through social media and streaming services.

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