

UNIVERSITI TEKNOLOGI MARA

**DOCUMENTARY FILM: THE EVOLUTIONS OF JEJAK RASUL BY TV3 TO
ATTRACT YOUNG VIEWERS IN UITM REMBAU**

FAEZATUL ADILAH BINTI A SABRI

2015145973

Academic writing submitted in partial fulfillment of the requirements

For the degree of

Bachelor of Mass Communication (Hons) Broadcasting

Faculty of Communication and Media Studies

June 2018

ABSTRACT

This study aims to see the impact of the documentary on influencing the behavior of the audience. The effectiveness of film filming on young audiences is to become a platform for education. This study uses quantitative methods. Respondents were randomly selected from 3 faculties in Uitm Rembau. This study is made possible to help bring back the documentary film that is fading. 'Jejak Rasul' is one of the documentary programs that are all-mentioned. The Jejak Rasul Series was first aired on TV3 during Ramadan in 1995. Jejak Rasul is a 30-episode documentary that depicts the struggle of the 25 prophets as mentioned in the Quran. The documentary takes the style of a travelogue that covers various locations in the history and lives of the prophets and the Rasuls. The main aim of this documentary was to educate the public on the way of life of the prophets and their struggles to uphold the teachings of the holy Quran.

ACKNOWLEDGEMENTS

First of all, thanks to Allah S.W.T for his mercy and guidance in giving me full strength to complete this research, “Documentary Film: The Evolutions Of Jejak Rasul By Tv3 To Attract Young Viewers In Uitm Rembau”. Even facing with some difficulties in completing this task, researcher still managed to complete it. A lot of thanks to my advisor, Mr Fazlul Haque bin Kamaruddin for all of his support and guidance in helping to finish the research that really test the ability mentally and physically. Special appreciation to UiTM Negeri Sembilan Kampus Rembau that have prepared a good place and complete information to the researcher. Then, I would like thanks my parents for supporting researcher not even during finishing the research but during the whole study. Thank you to my beloved lecturer, Mr. Noor Hilmi bin Mohd Johan, Mr. Muhammad Azril Izuan bin Ramlan, Madam Nurul Aishah bt AB Rahman and Madam Isma Zuriyya Bt Ismail for helping me in completing my research. Last but not least, special thanks to my fellow friend, Hazrina, Zetty, Ain, Nab, Aina, Adee, Shahida, Alia, dan Hazirah for helping me in contributing the idea and support researcher in any time.

TABLE OF CONTENTS

CONTENT	Page
ABSTRACT	II
DECLARATION	III
ACKNOWLEDMENT	IV
TABLE OF CONTENTS	V-VI
LIST OF TABLE	VII-VIII
CHAPTER ONE :INTRODUCTION TO THE STUDY	
1.1 Background Of Study	1-2
1.2 Statement Of Problem	3
1.3 Research Question (RQ)	4
1.4 Research Objectives (RO)	4
1.5 Significance Of Study	
1.5.1 Policy	4
1.5.2 Practice	4-5
1.6 Definition Of Terms	5-6
CHAPTER TWO : LITERATURE REVIEW	
2.1 PAST RESEARCH	
The Relevance of Jejak Rasul	7-8
The Impact to Young Viewers	9-10
The Factor to Attract Young Viewers	10-12
2.2 Theoretical Framework	12
CHAPTER 3 : METHODOLOGY	
3.1 Research Design	13
3.2 Quantitative Research	14
3.3 Data Collection Strategies	
3.3.1 Data Collection	14
3.3.2 Survey	14
3.4 Sampling Strategy	
3.4.1 Sampling Method: Probability	15
3.4.2 Types of Sampling (Simple Random)	15
CHAPTER FOUR : FINDINGS AND ANALYSIS	
4.0 Introduction	16
4.1 Demographic Profile	16-19
4.2 Significance of Documentary Program Such As Jejak Rasul in Uitm Rembau	20-22
4.3 Documentary Program Such As Jejak Rasul Is Suitable To Be A Daily Program In Television To Give Impact To The Viewers.	23-25
4.4 Factor of the Documentary Program Such As Jejak Rasul Can Attract To Young Viewers.	26-28
4.5 Open Ended Question	28
CHAPTER FIVE : CONCLUSION, IMPLICATION AND RECOMMENDATION	
5.1 Introduction	29

5.2 Conclusion	29
5.3 Implication	30
5.4 Limitation of Study	30
5.5 Recommendation Based on Findings	31
5.6 Recommendation Based on Future Research	31
Reference	
Appendices	