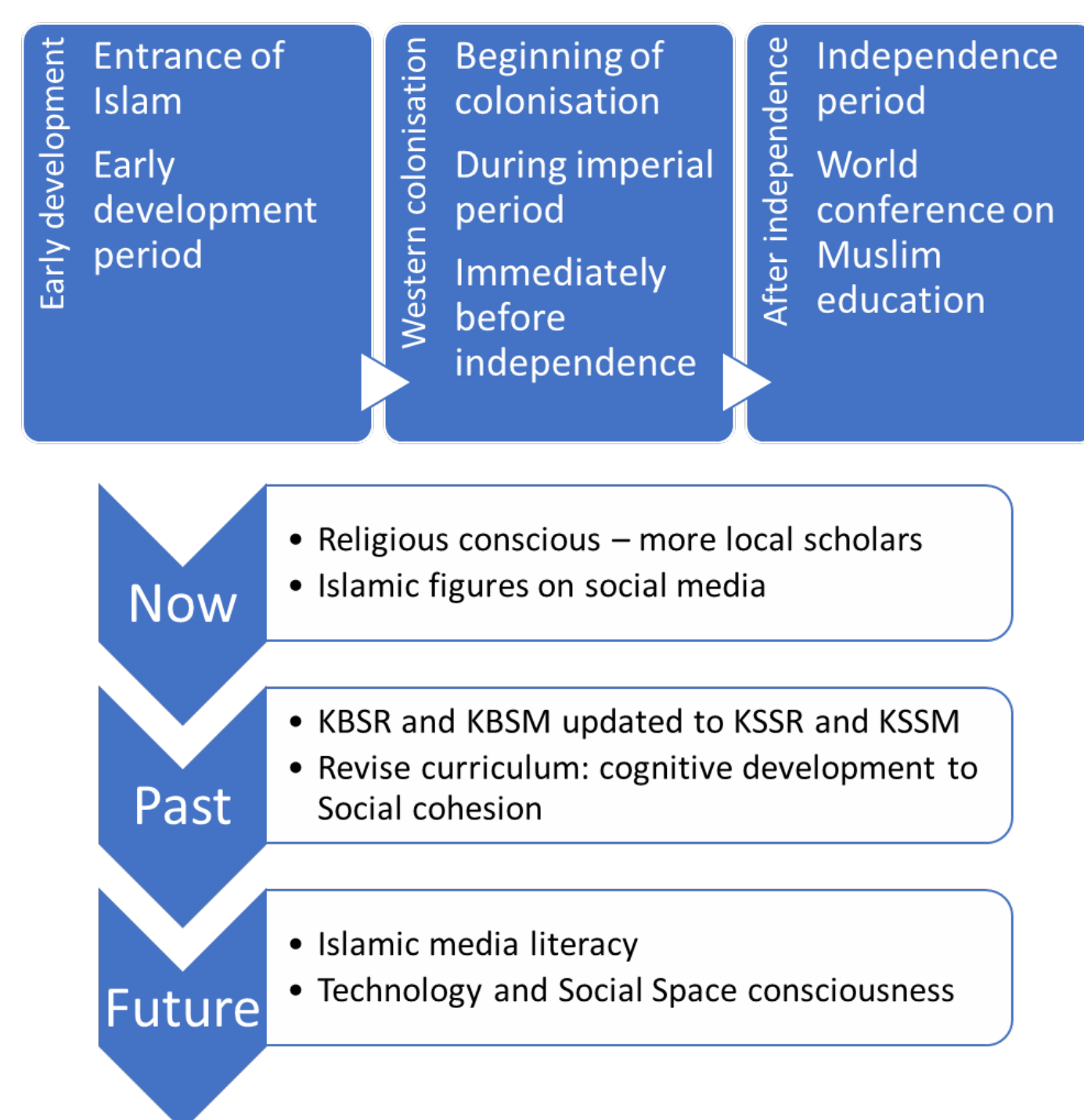


# JR ENGAGEMENT MODEL (JREM): ISLAMIC REALITY TV SHOW IMAM MUDA AS INFORMAL ISLAMIC EDUCATION

Mohamad Muhidin Patahol Wasli

## INTRODUCTION

Imam Muda (IM), a Malaysian Islamic reality television show in search of Young Imams, premiered on the Astro Oasis TV network in 2010. In a South-East Asian cultural background, the show draws on Islamic subject knowledge. This prompted me to examine the contents of the first season of Imam Muda, and my results revealed that the content is Islamic Educational. Then I decided to look at the viewers' point of view to see how they interpreted the content presented in Imam Muda season three.



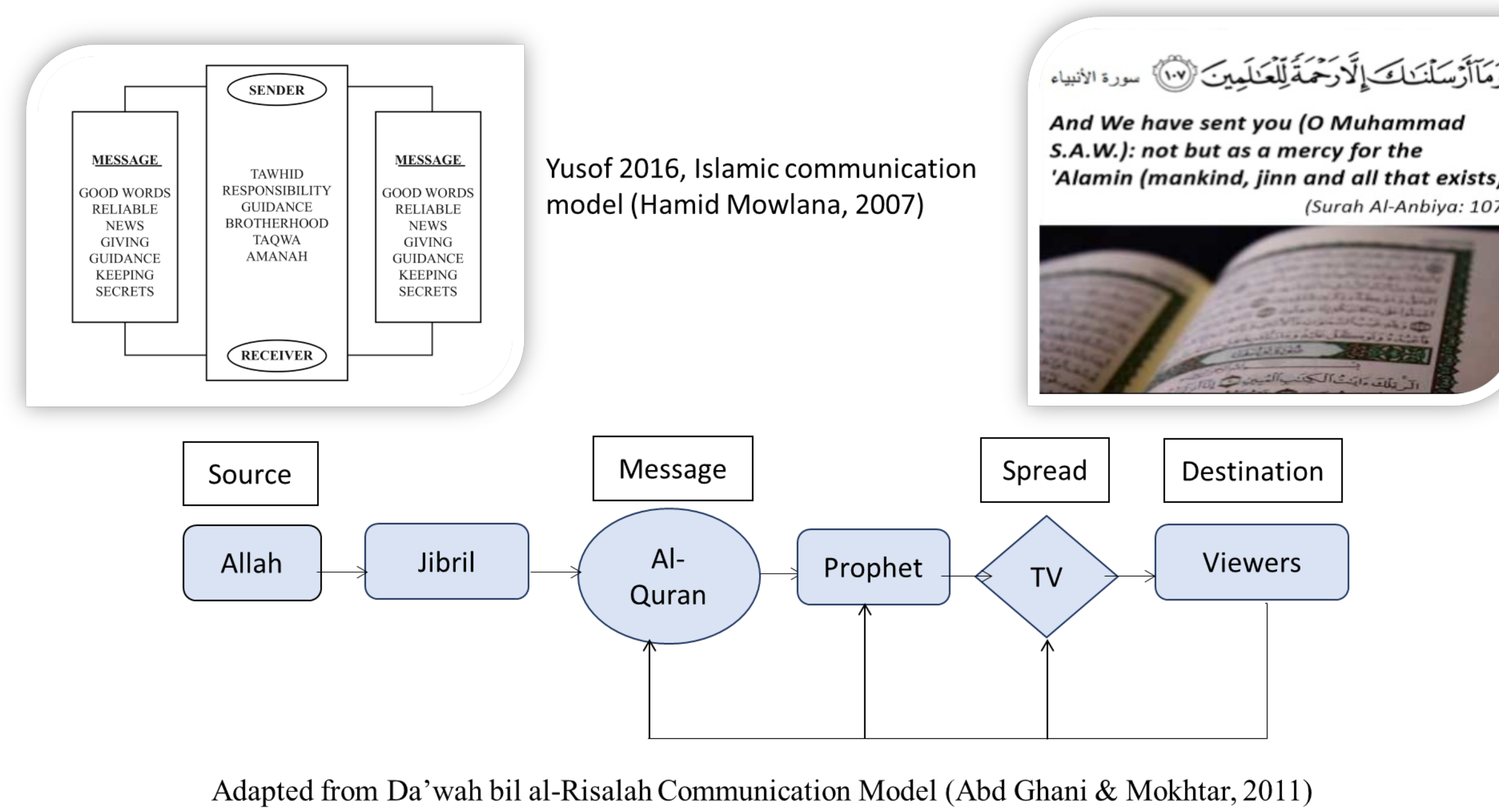
### Islamic Reality TV in Malaysia

- Imam Muda
- Akademik Quran
- Akademik Nasyid
- Pencetus Ummah
- Dale Millenia
- Family Sarjana
- Adik-adikku
- Tahfiz Muda
- Qari Junior
- Ustazah Pilihan
- Solehah

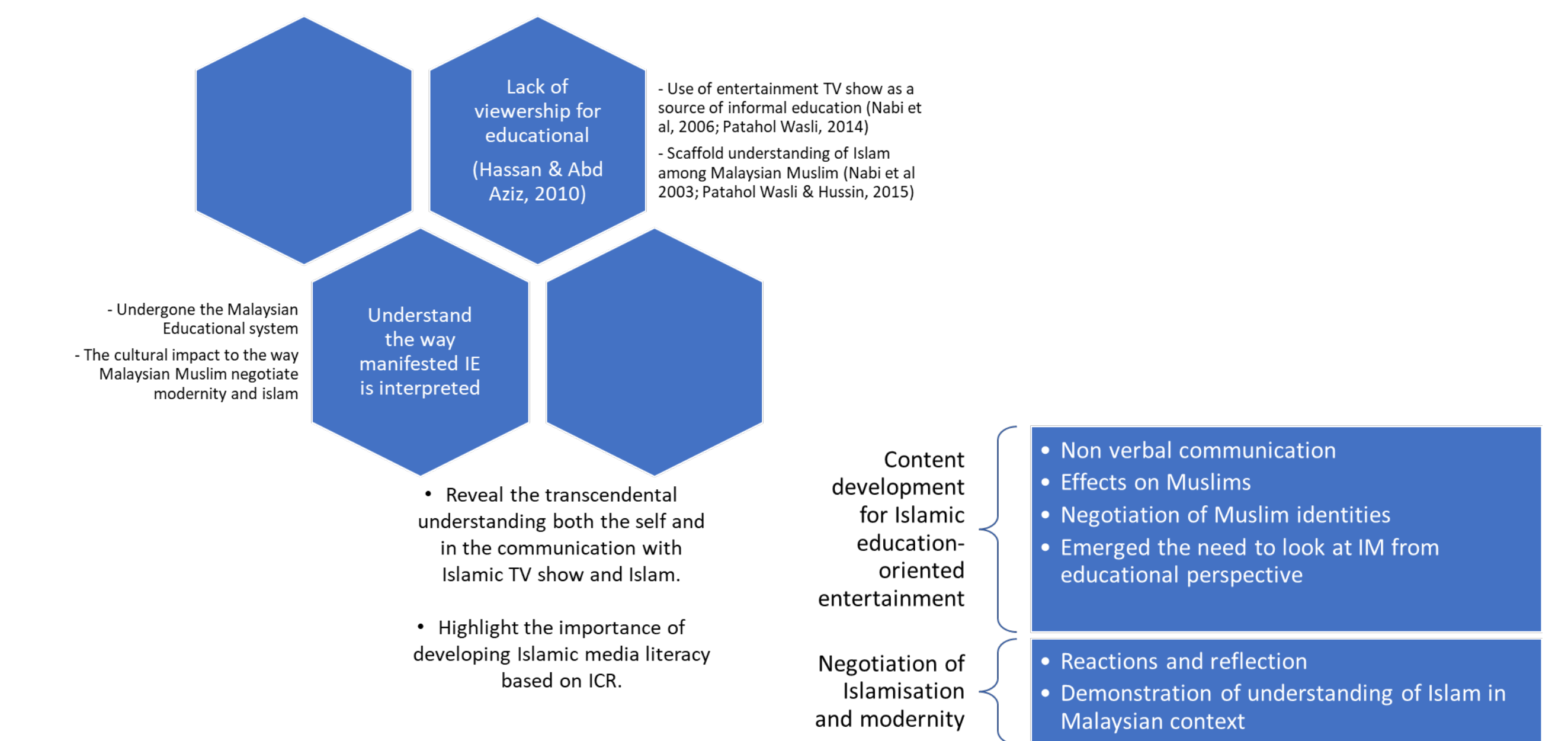
### Characteristic of Islamic TV Programmes

- Deliver clear facts
- Authentic Islamic content knowledge
- Prioritise good message delivery method
- Block slander

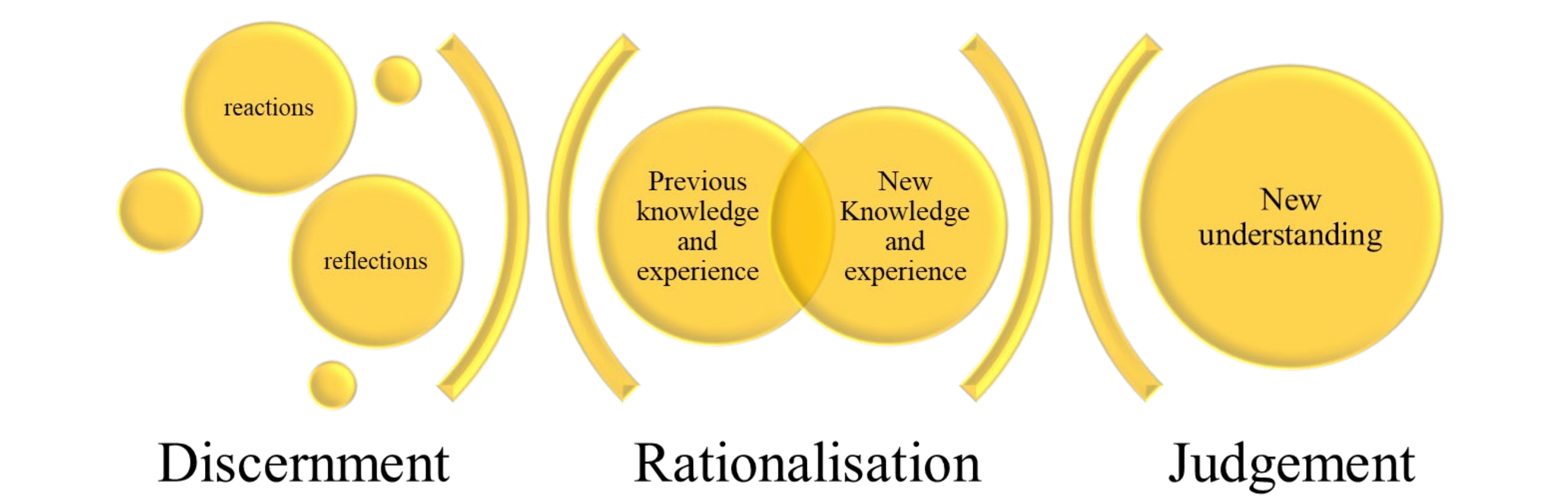
## INNOVATION IN BRIEF



## SIGNIFICANCES



## NOVELTY/ ORIGINALITY



**The emergence of IM**

IM as Islamic education oriented RTV

Teaching Islam using media

Formal, Normal and informal use of media in Islamic Education

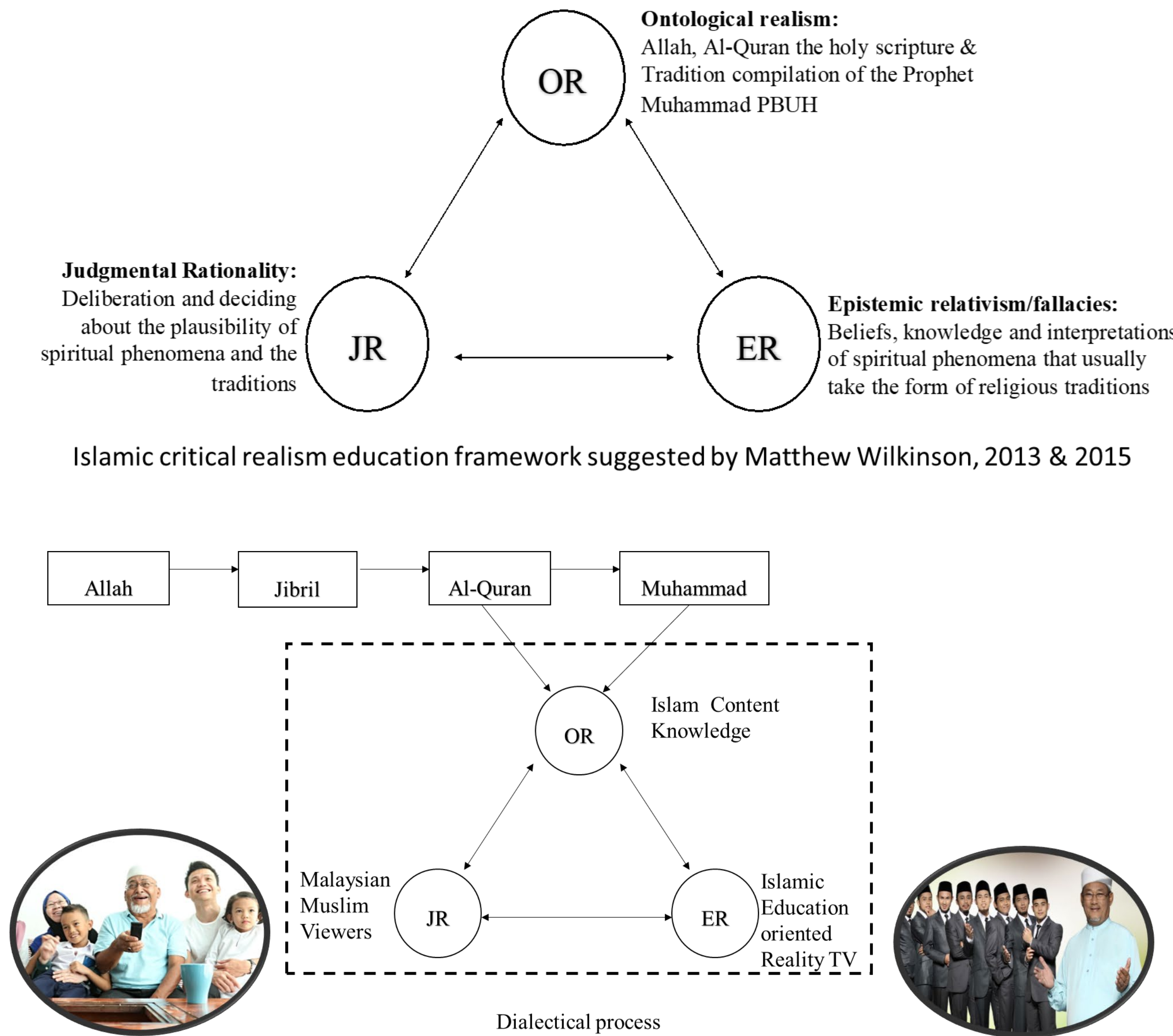
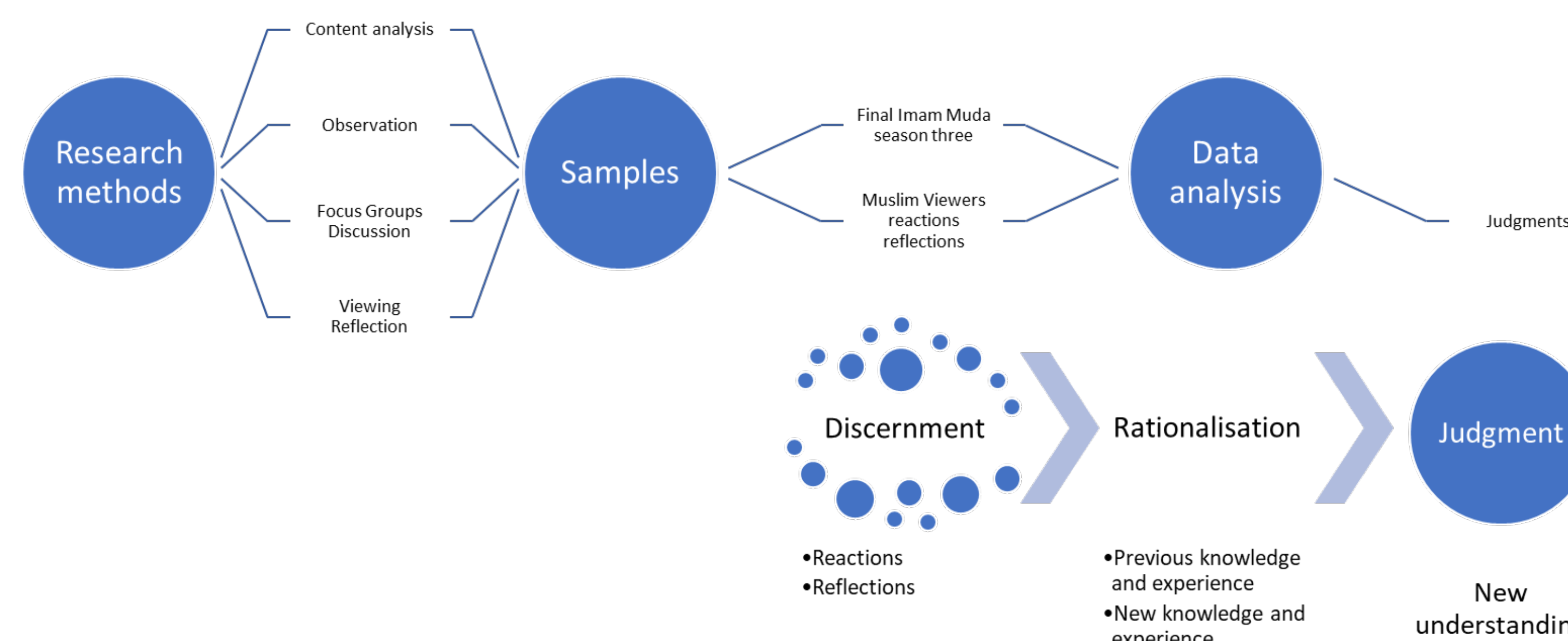
**What do you do while watching reality TV**

Reality Tv in Malaysia

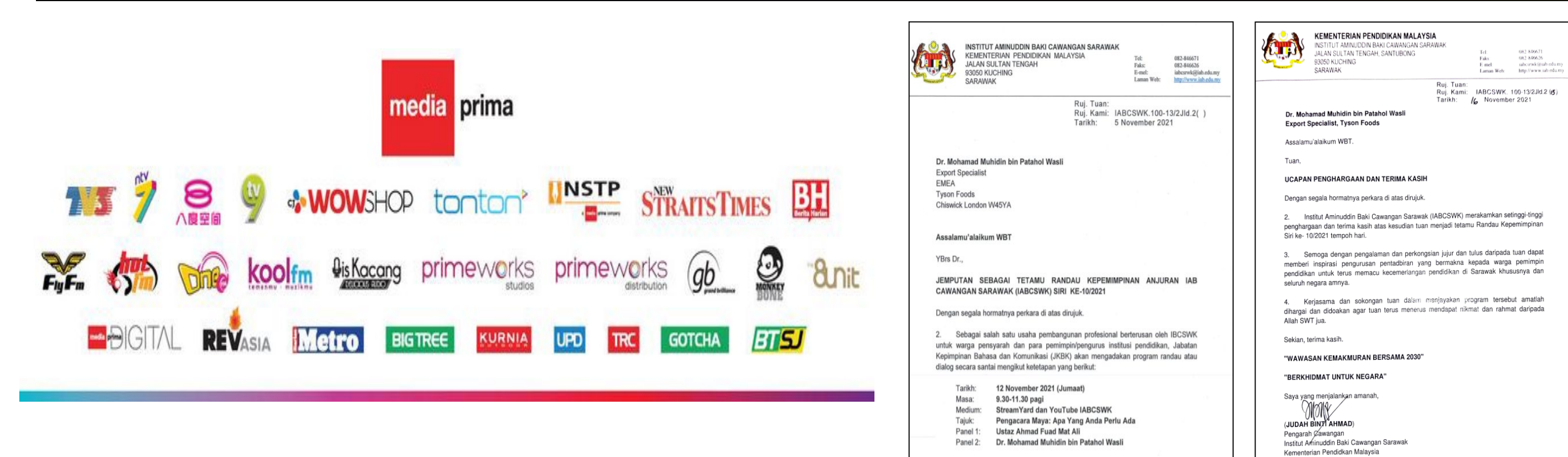
Viewers' loci of morality

Islamic critical realism as contemporary meaning making tools

## METHODOLOGY



## COLLABORATION & COMMERCIAL VALUE



## SHARIAH COMPLIANCES

This study adapted Islamic Communication Model and Islamic Critical Realism to ensure the development, conduct and outcome of this research is within an Islamic framework and shariah compliance.