

# Exposure and Satisfaction List Frequently Asked Questions of Religious Resolution of Muslim Media Television Muslims in Bangkok

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**Abstract**— This research is a quantitative research. 1. To study the exposure of religious television in Muslim television audience of television viewers in Bangkok. 2. To study the satisfaction of Muslim audiences with the religion of Muslim television. 400 samples were collected by using questionnaire to collect data. Statistical analyzes were percentage, mean, and standard deviation using t-test and one-way ANOVA and Pearson's Product Moment Correlation Coefficient in hypothesis testing.

The research found that

Most samples Watch the list of religious issues. Most TV Takwa channels second, the list of grievances. On the TMTV channel. Frequency of viewing shows that most of the samples. Watch the list of religious issues. On the TV Takwa channel, List of grievances On TMTV and the list you asked Islam. The white channel, respectively. The appearance of the list shows that most of the samples. Watch a list of specific issues or questions. And the overall focus of the sample is on the subject matter in the television program. It was found that most of the samples were interested in Usuludin It teaches about daily life and most etiquette. And the second is the logic. Teachings about Islamic jurisprudence.

**Index Terms**— Satisfaction list Frequently Asked Questions of Religious Resolution .

## Test results hypothesis

1. Hypothesis 1: There is a difference in the viewing behavior of religious viewers. The frequency of exposure differed from the study. It was found that the age, occupation, income, and occupation were different.

2. Hypothesis 2: There is a difference in the satisfaction of religious viewers with different demographic characteristics. The satisfaction is different as follows. Different levels of education are satisfied. The list of Muslim religious issues is different. The answer is compact, easy to understand, without interpretation, airtime and operator.

Different career there is a difference in satisfaction with Islamic religious affairs. The issues are content, accuracy, reliability, Presentations are worthwhile, questions are based on current events, reliable speakers, airtime, can bring knowledge to further knowledge and implementation without complaint.

Monthly income is different. There is a difference in satisfaction with Islamic religious affairs. The issues are tight, easy to understand, do not interpret, and broadcast time and operators

## I. INTRODUCTION

The current population is diverse. The social development is changing fast. The exposure is therefore necessary. One of the significant influence and create changes to society is the media. Back then, consider to the media to make changes, and very influential one newspaper, the times. The newspapers print, make the society had been happened. And can create a stream in the society.

The evolution that brought changes to the era of the picture and sound, is a radio and television media, both types of this new! Cause the speed of information services for society Raymond Williams (1975). Said, "radio and television is different from other media contained earlier, is simple. The European Broadcasting and television. The human system is designed to send and receive data by a complicated process than ever. "That is looking to overwhelm. See radio and television is the only media is the only system to cause the sending and receiving of data, not focusing on the response. Work content, at present radio will reduce the popularity. But television is also popular. Cause a TV channel with a proposed model of a wide range of items, such as the variety and game shows, the motion picture drama channel The first sports channel to channel the Toon Channel Documentary Channel News and channel religion, occurrence of these TV has made access. The direct group more and more.

Thailand, which is under the democratic rule by the king as head of state.) People can choose the religion according to their needs. One of the religious people respect Islam was the population proportion is ranked 2 in Thailand. (<http://www.omsschools.com/story>. In the country and in Asia). The Muslim population lived is known. The three southern provinces, including Pattani, Yala and Narathiwat. Some of Songkhla province and Chumphon, also check. To spread in various regions around the country, province, with a population of Muslims, most of the province, Thailand think. A percentage 5.5 according to the data of national statistical office. The exploration of social and cultural conditions of 2554 (National Statistical Office of statistics, the year 23 4 October to December 2555) so. Stand by expanding of the population increase. Demand for information. Especially the study related to the principles of religious to ให้เกิดความรู้ understanding. For to practice for Muslims and those who are interested. Which will lead to social brotherhood Therefore, it is necessary to make

thorough, quick and easy to get the information. The media can play a role as inevitable. Both radio and television.

## II. THE PURPOSE OF THE RESEARCH

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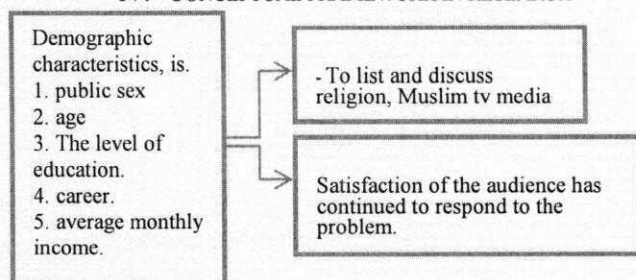
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## III. ASSUMPTION OF RESEARCH

The audience demographic characteristics are different. To open the list and discuss religion, Muslim, Muslim tv media in Bangkok differently.

The audience demographic characteristics are different. Is there satisfaction items and discuss religion, Muslim, Muslim tv media in Bangkok differently?

## IV. CONCEPTUAL FRAMEWORK IN RESEARCH



## V. THE SCOPE OF RESEARCH

This research was aimed at studying the behaviour of the audience watching tv per list response media television all Muslim religious issue 5 channels (MTV, mathiwi, Muslim tv Thailand hit land, a white Chanel tv, Taqwa).

Scope the study population population is the population in Bangkok open watch and discuss religion, Muslim tv media all 50 counties, the number of 5,696,409 people (data from the statistics system register 2558 (2015)) Selected a sample of 40 persons in each district, 400 people with simple random sampling by the lottery came up 10 zones-suan Luang, Phra khanong. Khet prawet and LAT krabang, Nong Chok district, bangkapi, minburi. Khet Wang thonglang, saphan Sung district Khan na Yao district. The research relies on a sizing samples of Taro Yamane (1973) at 95%, followed by 5% tolerances consider the formula for the sample below. Therefore, in this study, The sample size was 400 people.

### A. Content Boundaries The variables used in the study.

- Independent variables are the demographic characteristics of the audience of television in Bangkok, including gender, age, education, occupation and income, the average monthly variable was watching habits. And the satisfaction of watching TV on the list Discussion cult TV Muslims all 5 channels (MTV, drug hit MTV, TV Muslim Thailand, white

Chanel, TV scoop that).

The scope of the time Investigators have determined the research action plan for a period from May – June-2560 (2017)

## VI. EXPECTED BENEFITS

1. Know the nature of the audience to answer religious issues on Muslim television. Watching the audience's behavior on religion television.
2. Satisfaction with watching religious affairs on Muslim television.
3. Information used in the development of the religious affairs questionnaire on Muslim television

## VII. FIGURE STUDY

In this study, The study used quantitative research methods. (Quantitative Research) with the Survey Research (Survey Research) using a questionnaire. (Questionnaire) as a tool to collect information and provide samples to the respondents themselves.

## VIII. RESEARCH TOOLS

The tools used in this research were questionnaire, which included open-ended questions, closed-end questions, and rating scale questions, divided into three parts.

- Part1 questionnaire was asked about the demographic characteristics of the respondents: gender, age, education, occupation, average income
- Part 2 Exposure to Islamic Television Questionnaire
- Part 3 Satisfaction of the audience on the religious affairs of Muslim television.

## IX. TESTING TOOLS USED IN RESEARCH

The validity of the questionnaire (validity) will be investigated by the researcher. And the experts. Examine the content and structure, language characteristics and completeness of the question. To obtain a questionnaire that could provide answers to this research.

Statistics used in the analysis.

The data was analyzed using the following statistical methods.

A. *Use descriptive statistics. Describe the data types by frequency, distribution, percentage, mean, and standard deviation.*

- A. Demographic characteristics
- B. Behavioral information
- C. 1.3. Satisfaction of the audience with the item.

B. *Use inference statistics. Analyze data to test hypotheses set by t-test and one-way ANOVA to test hypotheses.*

- A. Assumption 1: The audience with different demographic characteristics. There are different exposure frequencies.
- B. Assumptions 2: Demographic audience is different. There are different satisfaction.

## X. RELATED RESEARCH

Research, documents and additional research found that the research has relevance and consistency with the study of exposure and the satisfaction items and discuss religion, Muslim, Muslim tv media in Bangkok. As follows:

Natapong yamkajong (BE2549) has studied the public's satisfaction in Chatuchak District per tv UHF transmissions for 2549 case study: tv station channel 3 Thailand. Samples found to be male, female, people, 176 224 people in the age range 21-25 years education level Bachelor's degree career student and most have less than 5,000 baht monthly income and a sample of the most watch news, most are intended to relieve. Stress, which is a factor in choosing a watch, because the quality of the signal system, UHF VHF and sharper than the steps to use the system's UHF signal to provide fast service and not complicated. It also satisfied a lot of PR through a list of advertising through the media, radio and the press release through the mass media, respectively.

Isarawadi jamnangkit (BE2542) "attitude to utilization and satisfaction of the tv audience in Bangkok. The political line that offers tv station "by a survey from the Metropolitan Bangkok citizens aged 18 years and above number 398 example finds mainly students as male rather than female ground knowledge mainly in the Bachelor program in which the side watching. The primary tool most tv open tv for more than 4 days per week. Most viewed-21.00 21.00 hrs and 18.00 range-24.00 hrs daily news and analysis, especially news. Watch the list of cities in most discussion format. Additionally, the samples with satisfaction the information received. Learning with the new political knowledge. Modern and affect their way of life directly.

Puchrin sawetsutipath (BE2537) conducted a survey of attitude and behavior to choose to watch the television news program of the audience in Bangkok. Each perimeter survey research using a One-Shot Case Descriptive using questionnaire data, จากกลุ่มตัวอย่าง. ซึ่ง citizens of different occupations Living in Bangkok and the age 20 years of 417 people found that the most เพศ. The princess, age between 25-29 years with a bachelor's degree or equivalent, career and income, lower 12 500. To make, and also found that The interested information from the television news program and the requirements of information from television news program. Regular daily, as well as the needed information from the television news program in daily life by the information needed. To use the 5 first is the news, political news, news, economic news, sports news international and the most. Most identified the cause in the television news program that to follow the news, followed by to relaxed and to Will be further conversations with others. The news from television news program application in life the most, followed by to enhance Aqua According to know and to be a topic of conversation with other people.

George Gerbner and Larry Gross (Journal of Communication Spring 1976 (cited in kanchana kavtap God. 2543: 280-281) stated that television acting like a limb to create cultural business. However, a main or central. The television is the main cultural knit weave pattern. (both entertainment and news) encapsulated mass, which has the characteristics of a variety of together. The pattern of this culture is the main The

reality of mutual masses, including assumptions about the possibilities of life and standard. We use the diagnostic separation (เหตุการณ์ที่เรื่องจริง). For example, the agreement on the life that this life is suffering, life is temporary and short, it will find. Joy put as much as possible. Men and women already different in nature.

### A. Research Results, Discussion, And Recommendations

#### Conclusion

## XI. POPULATION CHARACTERISTICS

The study found that most of the samples were female. They are between the ages of 20-40 years. The majority of the population is undergraduate and undergraduate. And most are private employees and students. Estimate salary 10,001-20,000

## XII. BAHT VIEWING BEHAVIOR

The study found that the majority of samples. Watch the list of religious issues. Most TV channels And see the list of grievances. On the other hand, the frequency of viewing shows that most of the sample. Watch the list of religious issues. The TV channel, the list of grievances. On MTV and the list you asked Islam. By the way, the list of the sample shows that most. Watch a list of specific issues or questions. And the overall focus of the sample is on the subject matter in the television program. It was found that most of the samples were interested in Udulahan's teaching on daily practice and etiquette. And the second is the logic. Teachings about is Islamic jurisprudence.

Audience Satisfaction Information on Items The study found that the majority of samples. Satisfied to watch the religious affairs of Muslim television. The TV channel is the most and the second is the real question. Channel TV channel The samples were satisfied with the channels. The following channels.

- Satisfaction with the Islamic program. Channel TV channel Most of the respondents were very satisfied in all aspects of the Islamic program. Channel TV channel specifically, implementation issues can be addressed without any concerns and airtime issues.

- - Satisfaction with watching the real question. Channel TV channel Most of the samples were satisfied at the high level. In every issue of the list. -

- Satisfaction with watching Qiqi will be answered on the TV channel of Muslim Thailand. Most of the samples were satisfied at the high level. All the issues of the real question. Channel TV channel especially the issue of implementation without complaint. -

- Satisfaction on the show. White Chanel Most of the samples had a high level of satisfaction. For every issue of the item, you ask Islam. White Chanel Especially the issue can bring the knowledge to get more knowledge. -

- Satisfaction with watching the show. On the TMTV channel. Most of the samples were satisfied at the high level. All issues of the TMTV channel. Especially the issue of implementation without complaint. - Satisfaction with watching the show. On the TV channel Tuck Most of the samples had a

high level of satisfaction. All issues of religious issues. On the TV channel Tuck Especially the issue of implementation without complaint.

### XIII. RESULTS OF HYPOTHESIS

Testing Based on hypothesis testing in this study. 2 Assumptions indicate that most of the hypothesis tests accept the differences and that the majority of assumptions accept the difference and the relationship of the hypothesis. If you consider each variable The variance of independent variables can be described as statistically significant.

#### A. Hypothesis 1:

There is a difference in the viewing behavior of religious viewers. There are different exposure frequencies. 1.1 From one hypothesis test Frequency of viewing the religious questions of the audience. The variation in age, occupation, income, occupation, At the .05 level the assumptions were set.

a. Education gender No difference It can be said that the sample has sex. Education different Frequency of viewing the Islamic religion on television. not different At the .05 level, which did not meet the assumptions set.

#### B. Hypothesis 2:

There is a difference in the satisfaction of religious viewers with different demographic characteristics. There are different satisfaction.

a) Sex and Satisfaction with the Religion Questionnaire on Muslim TV Channel The study found that males were satisfied with the religion's response to religious questions. not different At the .05 level in all issues, which did not meet the assumptions set.

b) Age range and Satisfaction with Islamic TV channels The study found that the age group was satisfied with the religious response of the audience. not different At the .05 level in all issues, which did not meet the assumptions set.

c) Education and Satisfaction with Islamic TV Channels According to studies, it has been found that Education There is no difference in the content of the questionnaire on religious issues. The content is accurate, reliable, the presentation is good, the question is based on the current situation, the speaker is reliable, can bring knowledge. To learn more. Practical implementation without any grievances. It does not meet the set assumptions. While the samples with different levels of education were satisfied with the answers to the problems of Islamic religions, the questionnaire was concise, easy to understand, not to be interpreted, broadcasted and operated.

d) Career and Satisfaction with Islamic TV Channels The study found that the occupation of Muslims is different in terms of content, accuracy, credibility, presentation style, current issues, credibility, Broadcast time, knowledge can be brought to further knowledge and can be implemented without complaint. While the sample of the occupation was not different, there was no difference in the responses to the problems of Muslim religion in terms of answering questions, being concise, easy to understand, and interpreters.

e) Monthly Income and Satisfaction with Religious Affairs on

Muslim TV Channel According to studies, it has been found that income per month There is a difference in the answers to the questions about religion in Islam. The answers to these questions are concise, easy to understand, do not have to be interpreted, broadcasted and operated. While the samples with monthly income were not significantly different Satisfaction with Islamic religious affairs is not different in terms of content, accuracy, credibility, presentation style, issues of current events, credible speakers, and knowledge. More knowledgeable and practical.

### XIV. DISCUSSIONS I. POPULATION CHARACTERISTICS ON BEHAVIORS OF RELIGIOUS TELEVISION AND MUSLIM VIEWERS' SATISFACTION ON ISLAMIC TELEVISION.

A. Behavioral issues The study found that the age-group of income occupations differed in frequency of viewing. At the level of 05. According to the assumptions set.

The income-earning group had a different attitude towards religion. As a result of decision-making in human activities, the need for information increases as the person needs to make informed decisions. The news is also what makes the exposure. Can adapt to the current world situation better. As Charles K Atkin (1973: 208) states that people are very receptive to news. I have eyes wide. Wilbur Schramm, 1973: 121-122) also points out other elements. Influence of the selection of the person as follows. This is the reason why different message seekers seek information differently. together Education and the environment make the differences in behavioral choices available. The physical and mental conditions that make. Different exposure behaviors. Personality and psychological factors. There is a concept that each person has very individual differences in the psychological structure of the person. This is the result of different parenting styles. Living in condition Different environments are different. This affects the level of intelligence, attitudes, and processes of perception, motivation, kittiwat (1988): 23-26.

### XV. THE INCOME-EARNING BEHAVIOR OF THE MUSLIM TELEVISION MEDIA

#### A. Satisfaction with Islamic Television Questionnaire

It was found that the samples with different levels of occupational education earned different income per month. At the level of 05. According to the assumptions set in some items. The satisfaction of the recipients with the media may be summarized as follows. In most cases, the exposure of the recipient. We are committed to seeking information in a way that is beneficial to us. So when there is a definite intention. The use of media is not an activity that is not done. It is a goal oriented activity. The recipients will seek and use the media. The direction that people choose to seek and use the media. It is caused by the needs of the person as the first. Then the demand will be transformed into motivation to push people towards the use of different media (kanjana kawtap BE, 2004). Have the intention and desire to utilize the media. To meet their own satisfaction for various reasons, such as to know the reasons related to themselves. Current conditions around the current

state of society and the world. It is a tool to seek information and bring in the practice or opinion to make decisions, curiosity and attention. The learning and self-learning as well as the need to integrate and social interaction. It represents the coexistence with others. Talking about topics that are of interest to specific groups. By expressing it with others. And the feeling of ownership. Used in conversation And social interaction. (Sirichai sirikaya BE, 2531)

#### XVI. SUGGESTION

1. The nature of the questionnaire on religious issues in the Muslim television media. Of the sample. Most samples Watch a list of specific issues or questions. Come to the top Therefore, the channel may also need to survey the needs of the target audience to achieve the satisfaction of viewing the list as much as possible.

2. Satisfaction of the sample of the questionnaires on religious issues in the 6 television media. The content of the questionnaire was quite satisfactory. Current events , Speakers are reliable , Broadcast period , The answer is compact, easy to understand, not to be interpreted. These issues should improve the station. Because of this type of transaction. People are hoping for more knowledge. Key issues I need to fix it hastily. The content is credible, which is directly related to the lecturer, since the lecturer must have expertise in Islamic law, Tawheed principles, and Uuduldadi. This is because the human life is related to these three disciplines. Roddenberry each other can be adjusted easily. The level of satisfaction is good. The knowledge that can be found to further increase the hole. And it can be implemented without complaint. The issue is to keep it. And adjust to the agenda and the occasion to make new changes occur.

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