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THE INFLUENCE OF THE D'TALKSHOW BKTV PROGRAM ON AUDIENCE BEHAVIORAL CHANGE: A Case Study at the Regional Office of the Ministry of Religious Affairs of the Bangka Belitung Islands Province

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Abstract

This study aimed to investigate the influence of broadcast messages from the D'Talkshow program on Babel Kemenag TV (BKTV) on audience behavior change in the Bangka Belitung Islands Province. This program is considered crucial as it serves as a credible information source regarding the Ministry of Religious Affairs' activities, as well as matters of da'wah (Islamic propagation) and diversity. The research adopted a quantitative approach using a survey method, gathering primary data by distributing questionnaires to BKTV's YouTube subscribers. The collected data was then analyzed using regression analysis and linearity tests. The regression analysis results confirmed that the Program Influence variable (X) significantly affects the Audience Behavior Change variable (Y), demonstrated by a significance value of . This finding concludes that the D'Talkshow program indeed has an impact on the audience. However, the linearity test indicated that no significant linear relationship exists between the two variables, as shown by the Deviation from Linearity Sig. value of . In conclusion, the D'Talkshow program of BKTV is proven to significantly influence audience behavior change, even though the relationship between the program's influence and the audience's behavioral change is not significantly linear.

Keywords: *Influence, Program, Audience Behavior*

Abstract

Studi ini bertujuan untuk menyelidiki pengaruh pesan siaran dari program D'Talkshow di Babel Kemenag TV (BKTV) terhadap perubahan perilaku audiens di Provinsi Kepulauan Bangka Belitung. Program ini dianggap krusial karena berfungsi sebagai sumber informasi yang kredibel mengenai kegiatan Kementerian Agama, serta hal-hal terkait dakwah dan keragaman. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, mengumpulkan data primer dengan menyebarkan kuesioner kepada pelanggan YouTube BKTV. Data yang dikumpulkan kemudian dianalisis menggunakan analisis regresi dan uji linearitas. Hasil analisis regresi mengkonfirmasi bahwa variabel Pengaruh Program (X) secara signifikan memengaruhi variabel Perubahan Perilaku Audiens (Y), dibuktikan dengan nilai signifikansi sebesar . Temuan ini menyimpulkan bahwa program D'Talkshow memang berdampak pada penonton. Namun, uji linearitas menunjukkan bahwa tidak ada hubungan linear yang signifikan antara kedua variabel, seperti yang ditunjukkan oleh nilai Sig. Deviasi dari Linearitas. Kesimpulannya, program D'Talkshow BKTV terbukti secara signifikan memengaruhi perubahan perilaku audiens, meskipun hubungan antara pengaruh program dan perubahan perilaku audiens tidak signifikan secara linear.

Kata Kunci: *Pengaruh, Program, Perilaku Audiens*

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A. Introduction

The rapid development of Information and Communication Technology (ICT) has fundamentally transformed the landscape of information dissemination. ICT helps us communicate and obtain information. Understandably, the development of ICT has been exceptionally fast over the past decade.¹ In the current digital era, people no longer rely solely on conventional media such as television and radio but are shifting to digital platforms that offer faster, wider, and more interactive access to information. This shift, driven by the high penetration of the internet and smart devices, places social media and video-sharing platforms at the center of global content consumption. Within the context of Information and Communication Technology (ICT), it is agreed that the sophistication of communication

technology has brought significant changes to the way humans communicate. The term "New Media" emerged to describe this new era, characterized by the ease of interaction, computer access, and information and communication networks.²

In the midst of this digital transformation, platforms like YouTube have emerged as a highly effective medium for delivering various types of messages, including religious or *da'wah* content. YouTube's advantage lies in its ability to transcend geographical boundaries, reach audiences in real-time, and present content in an engaging and easily digestible video format. Currently, YouTube is essential for people from various backgrounds as a primary source of information, ranging from daily activities and entertainment to current news. In fact, many individuals are now

¹ Novi Kurnia, "Perkembangan Teknologi Komunikasi dan Media Baru: Implikasi terhadap Teori Komunikasi", *Jurnal Mediator*, Vol. 6 No. 2, (Desember 2005), hlm. 292.

² Ariaindhi, "Fenomena Youtube Sebagai Media Penyiaran di Zaman Modern" (*online*) available:

<https://www.kompasiana.com/ariaindhi/fenomena-youtube-sebagai-media-penyiaran-di-zaman-modern>, diakses tanggal 14 Februari 2022

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shifting to watching news broadcasts from local and foreign television channels via live streaming and videos on YouTube. This shift creates a new habit within the community, where people choose streaming for practical reasons. This is supported by data from January 2021, which indicated that 94% of Indonesian internet users (aged 16–64 years) had accessed YouTube.³

This phenomenon presents a New Media highly potential for utilization by religious institutions in disseminating values and teachings. Recognizing this urgency, the Ministry of Religious Affairs (Kemenag) has demonstrated a high degree of commitment to ensuring that valid and educational religious information continues to be widely distributed. In order to carry out its function of *da'wah* and public education, the Ministry of Religious Affairs in various regions has begun to adopt a digital strategy. One concrete effort is the

establishment of a religious broadcasting television or official information channel at the provincial level, exemplified by Babel Kemenag TV (BKTV) in the Bangka Belitung Islands Province. Its function is to publicize activities, information, and news within the local Regional Office of Kemenag (*Kanwil Kemenag*). This approach of utilizing YouTube was chosen because the agency is not required to acquire a broadcasting license. The Regional Office of the Ministry of Religious Affairs of the Bangka Belitung Islands Province manages a YouTube channel named "kemenag babel" (@babel_kemenag_TV). This channel broadcasts various programs, including *Mimbar Agama*, *Belajar Yuk!!*, *D'Talkshow*, *BKTV News*, and *Kabar Satker (Kasat)*, as well as various news and activity information relevant to the main duties and functions of the Regional Office of Kemenag in the Bangka Belitung Islands Province. These programs are deemed to

³<https://databoks.co.id/datapublish/2021/02/17/94-orang-indonesia-akses-youtube-dalam-satu-bulan-terakhir>, diakses tanggal 29 Juni 2022

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be of good quality because they clearly depict the diversity and *da'wah* present in the region.

D'Talkshow is one of the flagship interview programs (*talkshows*) produced by BKTv. This program, along with *Kabar Satker*, was among the first broadcasts aired by BKTv. One year after commencing operations, BKTv expanded its services with the addition of the *Mimbar Agama* program, which offers content for all religious communities (Islam, Christianity, Catholicism, Buddhism, Hinduism, and Confucianism). For educational content, the *Belajar Yuk!!* program is available, discussing three languages (Arabic, English, and Mandarin). Moving forward, Babel Kemenag TV plans to continue innovating in providing information and education to the public.⁴

This initiative by BKTv, which utilizes the YouTube channel as its primary medium, is a strategic move that

demonstrates the organization's awareness of the changing audience behavior. Through this digital platform, the Ministry of Religious Affairs (Kemenag) strives to maximize the potential of New Media for *da'wah* (preaching) purposes. The public can now watch, obtain information, and acquire knowledge regarding Kemenag's activities, diversity, and the substance of *da'wah* anytime and anywhere. The utilization of YouTube by a formal religious organization like Kemenag is not merely following a trend, but rather a form of structural adaptation aimed at ensuring that religious messages remain relevant and reach all segments of society optimally. Therefore, it is important to examine the extent to which the broadcast programs delivered through this official YouTube channel, such as the D'Talkshow BKTv program, are capable of influencing and changing the behavior of its audience.

⁴<https://babel.kemenag.go.id/id/berita/504832/Kakanwil-Resmikan-Studio-Babel-Kemenag-TV>, diakses tanggal 20 Maret 2024.



When presenting programs and information, BKTv must package its messages effectively so that they are clearly conveyed to the audience. The effectiveness of message delivery is the primary focus of this research, as communication is considered successful only if it yields an effect or feedback from the recipient. Specifically, this study aims to determine the influence of the messages conveyed by the D'Talkshow BKTv program on the level of audience behavioral change. The core issue is to examine the presence or absence of an impact from the *D'Talkshow* program—which contains specially packaged information—on the audience's behavioral modification. By presenting broadcasts in a new style via YouTube, it is expected that the programs offered will be able to provide a tangible and positive influence on the public.

B. Literature Review

1. Mass Media And Broadcasting

According to the Great Dictionary of the Indonesian Language (KBBI), media is a means of communication for delivering information. In the context of design, media can be defined as a tool used to convey information over time. Etymologically, "media" is derived from Latin, specifically from the word *medius* (the plural form of *medium*), which can be translated as intermediary, middle, or conveyor.⁵ In a technical sense, media refers to any form and channel utilized to present, store, or transmit information or data within the communication process. Meanwhile, some key points regarding the importance of mass media in society include:⁶

- a. Media as an Economic Engine
- b. Media Possesses Social Rules (Governance)
- c. Media as a Source of Power

⁵ Rulli Nasrullah, *Media Sosial Perspektif Komunikasi, Budaya, dan Sositologi*. hlm. 56

⁶ Komala Ardianto dan Karlina. *Komunikasi Massa Suatu Pengantar*. (Bandung: Simbiosis Rekatama Media, 2009), hlm 81.

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d. Media Reflects Global Reality

e. Media Shapes Culture

f. Media Constructs Reality

Broadcasting is defined as the entire sequence of the process of program delivery. This process encompasses all stages, starting from the preparation of production material, the production activity itself, the preparation of broadcast content, transmission, and ultimately its reception by listeners or viewers in a specific location.⁷ Broadcasting itself is typically synonymous with the utilization of television or radio mass media. The increasingly rapid presence of mass media today further affirms that there are specific objectives for its existence in society, namely: ⁸ Knowledge (Information), Entertainment (Stimulation, Relaxation, Emotional Release), Social Importance (Social Utility), Escape.

2. Effectiveness

Etymologically, the term effectiveness is derived from the root word *efektif*, which is adopted from the English word "effective," meaning successful in achieving something that is done well. Meanwhile, in popular scientific dictionaries, effectiveness is defined as the accuracy of utilization, utility, or the ability to support objectives well. ⁹ According to Gie, effectiveness occurs when a result or consequence is consistent with what was desired. In other words, an individual's action is deemed effective if they successfully achieve their intended goal.

Furthermore, Gie argues that every efficient job is also effective, because the desired results have been achieved, even with the minimal use of resources. ¹⁰ When related to mass communication, an

⁷ Hidajanto Djamil dan Andi Fachruddin, *Dasar-dasar Penyiaran: Sejarah, Organisasi, Operasional, dan Regulasi*, (Jakarta: Prenada Media Group, 2011), hlm 45

⁸ The Liang Gie, *Administrasi Perkantoran*, (Bandung: Bandar Maju, 2001), hlm. 26

⁹ Robert L Mathis dan John H. Jackson, *Manajemen Sumber Daya Manusia*, (Jakarta: PT. Salemba Empat, 2001), hlm 106

¹⁰ The Liang Gie, *Administrasi Perkantoran*, (Bandung: Bandar Maju, 2001), hlm. 2

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effect is generated when the audience accesses mass media. These three effects are the cognitive effect, the affective effect, and the conative effect. In communication, the resulting effects are categorized into three, namely: Cognitive Effect, Affective Effect, Conative Effect.¹¹

The Cognitive Effect is the informative consequence that arises in the audience, relating to what they know, understand, and appreciate. Mass media assists the audience in acquiring knowledge, learning, and developing cognitive skills; for example, obtaining information about objects they have never seen firsthand.¹²

According to Ball-Rokeach and DeFleur, the five types of cognitive effects include:¹³ Resolution of Ambiguity, Attitude Formation, Agenda-Setting, Value

Clarification, Broadening of Beliefs and Horizons.

The affective effect is influenced by several factors, such as:

Emotional Atmosphere: Cognitive Schema, Exposure Situation, Individual Predisposing Factors.

3. Behavioral Effect (Behavior and Action)

This effect is also referred to as the Conative Effect, which is the consequence that arises in the audience in the form of behavior, action, or activity. This effect demonstrates a tangible change in the audience's behavior or conduct after exposure to the message. *Examples:* Scenes of violence on TV may cause viewers to become aggressive, or a cooking show may prompt a housewife to try a new recipe.¹⁴

¹¹ Fifit Fitriansyah, "Efek Komunikasi Massa Pada Khalayak (Studi Deskriptif Penggunaan Media Sosial dalam Membentuk Perilaku Remaja)", *Cakrawala-Jurnal Humaniora*, Vol. 18 No. 2 (2018), hlm 172.

¹² Rizqi Amalia, "Efek Tayangan On The Spot Terhadap Pesan Media Massa Bagi Mahasiswa Ilmu Komunikasi Universitas Mulawarman",

eJournal Mahasiswa Ilmu Komunikasi, Vol. 3 No. 2 (2015), hlm 32.

¹³ S. J. Ball-Rokeach dan M. L. DeFleur, "A Dependency Model of Mass-Media Effects", *Communication Research*, Vol. 3 No. 1 (1976), hlm. 9-14.

¹⁴ Fifit Fitriansyah, "Efek Komunikasi Massa Pada Khalayak (Studi Deskriptif Penggunaan Media Sosial dalam Membentuk



According to Ball-Rokeach and DeFleur, the behavioral—or conative—effect is categorized into two main groups. The first is Activation Effects, which occur when the audience performs an action as a direct result of the message they received through the media. Conversely, the second is Deactivation Effects, which take place when the audience restrains themselves or fails to perform an action they would otherwise have undertaken, also as a consequence of the media message. Both of these effects demonstrate how media can influence the audience's real-world actions, either by triggering new activities or by inhibiting planned activities.¹⁵

A television interview, often known as a talk show, is a program where a host leads a question-and-answer

dialogue with a specific resource person (narasumber) to discuss a particular topic.¹⁶The primary function of this program is to obtain direct and current (factual) information or explanations from the concerned news source or resource person.¹⁷

C. Methodology

This study employs a quantitative approach using the survey method. The quantitative approach was selected to objectively describe the phenomenon and to test the hypothesis. To conduct the survey, the researcher utilized questionnaires as the primary tool for collecting data from a select group of respondents (sample) chosen from the larger population. The research was conducted at the Babel Kemenag TV

Perilaku Remaja)", *Cakrawala-Jurnal Humaniora*, Vol. 18 No. 2 (2018), hlm 172.

¹⁵ S. J. Ball-Rokeach dan M. L. DeFleur, *A Dependency ...*, hlm. 14-16..

¹⁶ Heni Widiastuti, dkk, "Teknik Wawancara Dalam Menggali Informasi Pada Program *Talk Show* Mata Najwa *Episode* Tiga Trans

7", *eJournal Acta Diurna Komunikasi*, Vol. 7 No. 2 (2018), hlm 2.

¹⁷ Aris Santoso, "Persepsi Mahasiswa Terhadap Program Talkshow Mata Najwa Di Metro Tv (Study Deskriptif Kuantitatif Pada Mahasiswa Lpm Pabelan Ums Terhadap Mata Najwa Periode 18 November 2015 - 15 Maret 2016)", *Publikasi Ilmiah* Fakultas Komunikasi dan Informatika Universitas Muhammadiyah Surakarta, Surakarta, 2016, hlm. 2.

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(BKTV) studio located within the Regional Office of the Ministry of Religious Affairs (Kanwil Kemenag) of the Bangka Belitung Islands Province. Supporting informants included BKTV broadcasters and other broadcasting personnel. Primary data was collected directly from the subscribers of the BKTV YouTube channel via the distribution of closed-ended online questionnaires (Google Form). Meanwhile, secondary data was gathered from relevant books, journals, and other reference sources.

The population for this study comprises the subscribers of the Babel Kemenag TV YouTube account. The total number of subscribers for the Babel Kemenag TV YouTube account as of March 12, 2024, was 2,260. The sample drawn from the above population consists of a portion of these subscribers. This research utilizes a purposive sampling technique

(purposive or judgment sampling),¹⁸ which is a method of sample selection based on specific considerations or special criteria.¹⁹

The researchers intentionally selected a portion of the BKTV YouTube account subscribers as the sample to review their perspectives regarding the influence of the *D'Talkshow* program on audience behavioral change. Given that the population size (the total number of subscribers as of March 12, 2024, which is 2,260) is known,²⁰ the Slovin formula was used to determine the required sample size.

$$\text{Slovin's Formula : } n = \frac{N}{1 + Ne^2}$$

Description :

n : The required sample size

N : The size of the population

e : The margin of error (error tolerance), which is the tolerable error in the level of

¹⁸ Sandu Siyoto dan Ali Sodik, *Dasar Metodologi Penelitian*, (Yogyakarta: Literasi Media Publishing, 2015), hlm 66.

¹⁹ Babbie, E, *The Practice of Social Research*, (Belmont, CA: Wadsworth, 2004), hlm. 193.

²⁰ Rachmat Kriyantono, *Teknik Praktis Riset Komunikasi*, (Perdana Media Group, 2009), hlm. 162.

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confidence. If the population size is large, this is typically set at 10% or 0.1

$$n = \frac{2.260}{1+2260(0,1)^2}$$

$$n = \frac{2.260}{23,6}$$

$$n = 95,7$$

After obtaining the result from the Slovin formula calculation, a figure of 95.7 was derived, which was then rounded up to 96 respondents who would fill out the questionnaire. In addition to the completion of the questionnaires, which constituted part of the primary data collection, secondary data was gathered from documentation records.

D. Result and Discussion

The model for the simple linear regression equation, derived from the data in the table above, is formulated as follows:

$$Y = a + bX$$

$$Y = 48,614 + 0,786X$$

The resulting equation can be interpreted as follows:

1. The Constant of 48,614, implies that the consistent value of the Audience Behavioral Change variable is 48,614.
2. The regression coefficient for X is 0,786 which indicates that for every 1% increase in the value of Program Influence, the value of Audience Behavioral Change increases by 0,786. Koefisien regresi tersebut bernilai positif, This regression coefficient is positive, thereby affirming a positive directional effect of variable X on variable Y.

The decision criteria employed in the simple regression analysis are presented below:

The significance value obtained is $0,000 < 0,05$, Thus, it can be concluded that the Program Influence variable (X) has a significant effect on the Audience Behavioral Change variable (Y).

The calculated t-value is $6,777 > t_{\text{tabel}} 1,989$, herefore, it can be concluded that the Program Influence variable (X) has an effect on the Audience Behavioral Change variable (Y)

$$t\text{-table} = (a/2 ; n-k-1)$$

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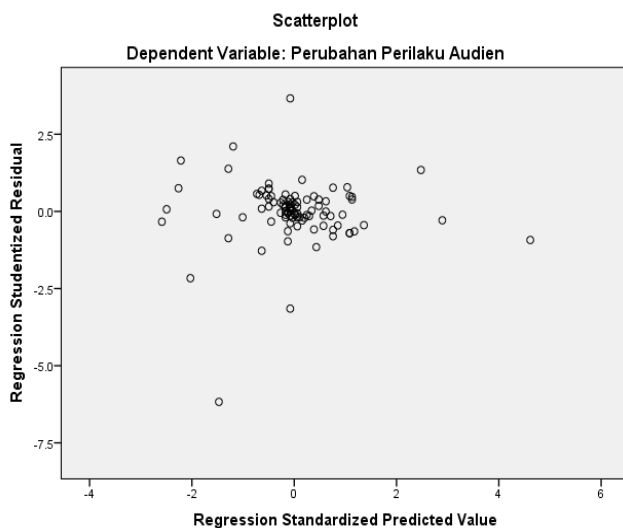
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= (0,05/2 ; 96-1-1)

= (0,025 ; 94) [In accordance with the tabulated t-values]

= 1,989

The method for detecting whether the residuals are normally distributed, using the Kolmogorov-Smirnov test, relies



Based on the diagram above, the informal method for testing heteroscedasticity involves visually inspecting the residual pattern of the regression model. Since the diagram clearly shows the residuals forming a specific pattern, it is concluded that the data exhibits heteroscedasticity.

The Deviation from Linearity Sig. value is $0,026 < 0,05$, Consequently, it is

concluded that there is no statistically significant linear relationship between the Program Influence variable (X) and the Audience Behavioral Change variable (Y). The validation process showed that the critical r-table value (for N=30 respondents and a 5% margin of error) is 0.3494. Since the calculated r value for every item is higher than 0.3494 (the critical r-table value), all questionnaire items for variables X and Y, regardless of whether they are positive or negative statements, are declared valid. Furthermore, the reliability coefficients (Cronbach's Alpha) for variables X and Y encompassing both positive and negative statements, are 0,975, 0,980, 0,990, dan 0,991. respectively. Given these high coefficients, the statement items within each variable are deemed to possess very high reliability.

The simple linear regression analysis yielded a significance value of $0,000 < 0,05$, leading to the conclusion that the Program Influence variable (X) has a statistically significant effect on the Audience Behavioral Change variable (Y).

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Normality Test (Kolmogorov-Smirnov Method): The residual distribution was tested using the Kolmogorov-Smirnov method, where data is considered normally distributed if the significance value is greater than 0,05. In this test, the significance value obtained was 0,000 which is less than 0,05. herefore, it is concluded that the residuals are not normally distributed.. Heteroscedasticity Test: The heteroscedasticity test, based on the visual inspection of the residuals (scatterplot), showed that the residuals formed a specific pattern. This indicates that the data is heteroscedastic (violating the assumption of constant variance). The analysis showed that the Deviation from Linearity Sig. value is $0,026 < 0,05$ it is concluded that there is no statistically significant linear relationship between the Program Influence variable (X) and the Audience Behavioral Change variable (Y).

E. Conclusion

The primary conclusion of this study, titled "The Influence of the D'Talkshow BKTU Program on Audience

Behavioral Change (A Case Study at the Regional Office of the Ministry of Religious Affairs of the Bangka Belitung Islands Province)," is that the D'Talkshow Babel Kemenag TV (BKTU) program significantly influences audience behavioral change, This finding is statistically supported by the simple linear regression analysis, which yielded a significance value $0,000 < 0,05$, This result confirms that the Program Influence variable (X). as a significant effect on the Audience Behavioral Change variable (Y). However, the linearity test indicated a specific constraint: there is no significant linear relationship between the Program Influence variable (X) and the Audience Behavioral Change variable (Y), This is evidenced by the Deviation from Linearity Sig. value of $0,026 < 0,05$, This suggests that while Program Influence impacts behavior, the relationship may not be purely linear, or the linear model may not perfectly fit the data's functional form.

The findings of this study are expected to enrich the scholarly discourse in communication and broadcasting

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sciences and serve as a new reference for digital broadcasting practices. The study confirms that YouTube, as a social media platform, continues to demonstrate rapid progress in achieving popularity and influencing users, not only through borderless and timeless interaction but also through the continuous development of its impact. For Media Practitioners: Broadcast practitioners are advised to utilize these results as a benchmark to broaden their understanding, especially in designing and promoting programs more effectively to maximize their influence.

For Babel Kemenag TV (BKTV): For Babel Kemenag TV (BKTV) under the Regional Office of the Ministry of Religious Affairs, this study provides vital data for evaluating the current impact of their broadcasts and for formulating strategic steps to further enhance the program's influence and reach and For Future Researchers: Finally, this research is intended to be a valuable initial reference for future researchers interested in

exploring the topic of broadcasting in the digital era.

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