

Abstract

Audience's Reception of Muslimah Surabaya in Religious Salaf Programs at TV9 Local TV Station

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The purpose of this research is to investigate how muslim audience's reception and interpret the message of *pesantren* tradition in TV9 Local TV Station's Religious Program, *Kiswah* and *Nderes Kitab Kuning*. This research using qualitative approach by in-depth interview as a method to find a primary data. The result shows two types of audience reception in watching this programs, routine for older audience with *pesantren* background and non-routine for older audience without *pesantren* background and younger audience. Both, older and younger audience are critical in receiving the message from of the media, but they have different reception discourse. Older audience more criticise in the use of yellow book (*kitab kuning*) in religious program, while younger audience more criticise in the technical aspects and the use of Javanese language in the programs. This research also find the position of audience meaning which tend to dominant for older audience and negotiated for younger audience. Older audience used to be culturalis than younger audience.

Keywords: Religious program, meaning, *pesantren* tradition