

Abstract

This study is an attempt to research the redefinition of *dakwah* and *da'i* in libido-driven, fast-changing society, based on the viewers' decoding towards the performance of the contestants of a religious talent quest show, *Da'i Muda Pilihan AnTV*. This study uses qualitative research method by conducting in-depth interview towards 7 members of different Islamic congregation (*jama'ah pengajian*) in Surabaya, highlighted on the various occupations. The collected data are subsequently categorized based on Hall's categorization of decoding media content namely dominant, oppositional and negotiated and by adapting Ang's and Puryanti's categorization of the spectators. In this research, the writer categorizes the respondents into the endorsers (replacing the lovers) and the ambivalents. From 7 respondents, 4 respondents are categorized as the endorsers and 3 respondents as the ambivalents. Finally, this study finds that the endorsers identify *Da'i Muda Pilihan AnTV* as the (re)contextualization of *dakwah* and *da'i* and regeneration of *da'i* in the libido-driven, fast-changing society. Meanwhile, the ambivalents consider *dakwah* in DMPA as the (re)contextualization of *dakwah* and *da'i* and regeneration of *da'i*, on the other hand, they suppose DMPA as ineffective because of its profit- or rating-based orientation, instantaneous effects and competitive nature so that they identify *Da'i Muda Pilihan AnTV* as both the commercialization and vagueness of religious values and the reduction of the ritual of becoming *da'i* following the concept of instantaneousness. In conclusion, occupation is not too influential in both determining viewers' decoding and defining class so that Parkin's and Hall's argument about the influential factor of occupation in producing socially motivated differences of reading cannot be applied in this research.

Keywords: commercialization, *dakwah*, *da'i*, decoding, instantaneousness, redefinition, viewer