

CHAPTER IV

CONCLUSION

Annida becomes an alternative magazine among other popular magazine for teenager. It happens because *Annida*'s content different from other teenager popular magazines, *Annida* always brings Islamic values in every edition. It relates to *Annida*'s claim that it is an ideological magazine, which concern on Islamic values. Thus, *Al-Quran and Sunna*'s messages can be found in *Annida*'s columns, especially in *KISI*.

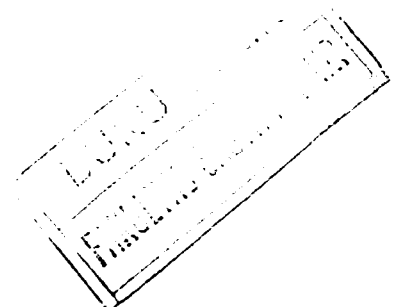
Intentionally, *Annida* puts Islamic values into its short stories. It is suitable with *Annida*'s purposes in entering moral lesson and messages in its short stories. So, readers can take it as their own experience and then they apply it in their daily life.

As an ideological magazine, *Annida*'s performance is different from its mission. Actually, *Annida* is serious magazine, which is very rigid in presenting Islamic values in its short stories. It is different from its appearance: popular, almost same with other popular magazine for teenager. The reason is *Annida* tries to compete with other teenager magazine in getting Islamic teenager's interest to be its readers

In this thesis, readers have important position, because the writer focuses on their responses. Variation in understanding *KISI* is a normal thing, because there is no person who really similar. They have their own need, thought, and point of view. It is suitable with Iser's theory that multiple responses in reading literary work are accepted, because readers are free to interpret and understand a literary work.

Although all of respondents are Islamic teenagers, they do not accept *KISI's* ideology directly. Readers still find and choose the suitable one to be applied in their daily life. Ideology likes guidance for human being; because unconsciously it can determine how we think, feel, and act. The result is variation in accepting *KISI's* ideology; five respondents agree to all of its ideology and it becomes their reference in their daily life, two respondents agree to some ideologies and against others and the other kind of reader is teenager who have read *Annida*, but they refuses to read it again then refuses its ideology. It is suitable with Hall's theory, he says that there are three kinds of reading a text; refuse, accept part ideologies, and agree to all of offered ideology. That process of change suitable with *KISI's* ideology does not mean their previous ideology is bad, but it states that they live in ideological circumstances.

Those groups come out in accepting *KISI's* ideology indicates that *KISI* does not success in persuading its readers' behavior and attitude. It relates to their previous ideology, which has rooted in their mind. Although the readers do not change their behavior and attitude entirely, but they show good improvement; more interested and know about Islam. This condition happens because *Annida* through *KISI* can stir readers' emotion by recognizing its readers' age and subject of writing material. By recognizing whom its readers are, the author is expected to be able to evoke his readers' emotion and interest.



BIBLIOGRAPHY