

ABSTRACT

Annida is one of Islamic magazine in Indonesia that focuses on Islamic teenager readers. Annida claims that it is an ideological magazine, which concerns on Islamic values. It is can be seen from all columns, including the column of English short story called KISI.

As an alternative magazine, Annida has its own way in presenting its ideology, which based on Al-Qura'an and Sunna. That fact invites many responses in interpreting and accepting Islamic ideology in KISI. Concerning on that interesting phenomenon, the writer intends to analyze the Annida's readers' responses toward KISI's Islamic ideology. Thus, in analyzing this study, it will be appropriate to apply Reception Theory suggested by Iser and Hall. Besides, it will also use the Islamic Ideology as the basic concept.

Since the writer intends to analyze through field study using qualitative research, it will involve respondents, interview guidance list, and cultivated data. There are requirements that must be fulfilled by the respondent. Those requirements for respondents are important to lead the result of the study as the intended hypothesis.

The outcome of the observation will be directed into the forming of three groups. First, Islamic teenager who have read Annida, but they refuse to read it again. Second, the respondent who agree to KISI's ideology and apply it into their daily life. The last is the readers, who do not accept all of KISI's ideology, they just take the appropriate ideology and refuse to do other KISI's ideas. The result showed that actually there is a significant influence of KISI's Islamic ideology toward the reader.

CHAPTER I

INTRODUCTION

APPENDIX