

ABSTRACT

Hafiz Indonesia is a talent search of children's religious entertainment programs featuring talented children in the field of religion, especially Al-Quran. Participants who follow Hafiz Indonesia have definitely memorized many letters and how to sing verse well. Hafiz Indonesia provides many educational values from inspiring participants to the community. Although the show is broadcast in Ramadan, but it can attract the attention of the audience. The resulting perception is based on the sensation, attention, and interpretation of every audience that watches. The background of this research is related to audience perception about Hafiz Indonesia show. The purpose of this research is to know the sensation, attention, and interpretation of every audience about Hafiz Indonesia show. This research method is included in qualitative research methods that attempt to explain the existing phenomena on Hafiz Indonesia impressions through data collection. Data collection techniques used are from the primary and secondary data sources, in which there are in-depth interviews and observations. To measure the level of data validity used source triangulation. Sensation that is viewed from the visual or the senses in capturing the information obtained and the perceived stimuli. Attention in terms of two factors: internal and external based on social, cultural, psychological, and physiological factors. Interpretation of the audience that captures the meaning of Hafiz Indonesia and get a lot of lessons from the show Hafiz Indonesia.

Keywords: Television Impressions, Perception, Education, Religion