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**Critical Discourse Analysis on "Dakwah" Value Construction
Of Ayat Ayat Cinta**
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References (Tahun 1977 – 2008)

ABSTRACT

The rapid development of the film industry has transformed ideas and forms of communications with fresh themes and schemes are so constant to be a solitary string development of science, that moderate interdisciplinary boundary of communication science, social, economics, arts, engineering, and other sciences in to a film media. The themes and schemes of Ayat-Ayat Cinta that stay up-to-date in communication mediated by film has formed a visual image representation that might seem be simple yet potential with advanced and complicated meanings. This has led to the problem of this study, how to read representation and symbols, how is the concept of a film script. This study aimed at investigating how the Islamic sermonizing values constructed in Ayat-Ayat Cinta without disregarding the commercial element and visual technique required in a film and whether the movie worth-calling as a sermonizing film. The problem rose with the alteration of religious values into business which resulted in a number of consequences. It is the fact that business is closely related to market share and trade commodity. Thus, in terms of commercialization, religion becomes a selling product with particular market shares through Ayat Ayat Cinta. This study used a qualitative approach that used critical discourse analysis/CDA of Teun A Van Dijk. This method has shown its distinctiveness in the social cognition presented in a descriptive and interpretative way. The y technique used in this study was in-depth interview with producer, director, and script-writer. This study reveals that the sermonizing value constructed by the directors have not met the true Islamic sermonizing quality.