

Abstract

The Existence of An-Nur Radio In Meeting the Needs of Spiritual Information of Islam for Rejosari Town Community Pekanbaru

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In the titled "The Existence of An-Nur Radio In Meeting the Needs of Spiritual Information of Islam for Rejosari Town Community Pekanbaru". In reality entertainment community towards electronic media is haigh in comparsion to other purposes. It is said that our society still makes the radio as a medium of entertainment. This is evidenced by some people who are still listening to the radio. So that can be said that the radio one of the entertainment media for families who are often heard together. The purpose of this study is to determine the existence of Radio An-Nur in meeting the needs of Islamic spiritual information for the community Rejosari urban Pekanbaru City. The method used in this research is descriptive qualitative. Data collection techniques through interviews and documentation. Subjects in this research are listeners Radio An-nur community Rejosari and the object is the existence of Radio An-nur in meeting the needs of spiritual information of Islam for the community Rejosari Village. Sample in the research as many as 10 people because of consideration then the researchers only take 5 people An-nur Radio listeners. The technique used in determining the sample is Purposive Sampling. The results showed that the existence of Radio An-nur in meeting the information needs of Islam has considerable benefits to the object of research. The conclusion that with the Radio An-nur got positive perception from the listener, and the listener also get many benefits that can after listening to programs in Radio An-nur. Although Radio An-nur is still lacking in terms of airing.

Key words: *Radio Existence, Radio, Perception, and Benefits*