SUMMARY

RIZKI AMELIA. Analysis of Factors Affecting Television Journalist Intention in Reporting Islamic Banking in Indonesia. Supervised by DIDIN HAFIDHUDDIN and HENDRI TANJUNG.

The birth of Islamic economics in Indonesia marked by the inauguration of Bank Muamalat in 1992 by President Soeharto. Since 2014, there are 12 Islamic banks, 22 units of sharia, and 163 rural banks sharia. However, market share of Islamic banks in Indonesia only reached 5.5 percent of the total assets of Indonesian banking in August 2014. This happened because the Islamic banking information have not been well received in the community. Television journalists through the reporting of Islamic banking in television has contributed significantly to spread this information. According to BPS (2012), 91.5 percent of the community age 10 and above watched television.

This study is conducted with survey to 100 television journalist in Jakarta which have experienced more than one year. The aim of this study are: (1) to analyze television journalist intention in making Islamic banking news, (2) to analyze factors affecting journalist television intention in making Islamic banking news. Descriptive analysis, theory of planned behavior (TPB) and structural equation modeling (SEM) are used in data processing of this study.

The result of study are: (1) television journalist intention in reporting Islamic banking is neutral, neither positive nor negative. (2) Subjective norms (SN) show television journalist want to implement Islamic values in the news in order to avoid interest, obscurity, and gambling (ATB), where they assured Islamic banking have well developed in Indonesia (PBC) by reporting Islamic bank more often (I). (3) subjective norms and perceived behavioral control were positively influence journalist intention to make Islamic banking news.

Keywords: intention, journalist, SEM, TPB