

## INTISARI

Maraknya program religi yang muncul di beberapa televisi Indonesia, menjadi salah satu tanda bahwa media berperan sebagai produsen industri keagamaan yang aktif. Program religi yang ditayangkan beberapa televisi tidak lepas dari kepentingan rating dan keuntungan. Bahkan, program religi dengan metode ceramah yang di sajikan televisi buatkan fenomena baru. Ditandai dengan kemunculan ustaz yang mendapat popularitas setelah menjadi penceramah di media televisi. Ustaz jebolan televisi ini biasa disebut dengan ustaz seleb. Salah satu program religi yang masih eksis, yaitu *Islam itu Indah*. Salah satu program tausiyah islami yang dibawakan oleh Ustaz Maulana. Melalui program tersebut Trans TV memperoleh keuntungan besar melalui komodifikasi simbol-simbol agama yang selalu ditampilkan. Ustaz Maulana cenderung ditegaskan secara terus menerus dengan tampilan-tampilan trendi dan parlente. Mulai dari peci, surban, baju muslim hingga sarung yang dikenakan. Jelas, selain keuntungan kapital yang mengalir untuk Ustaz Maulana, pihak Trans TV sebagai media yang membentuk sosok ustaz seleb ini ikut ambil untung bahkan berkali lipat. Program religi ini sarat akan simbol-simbol agama yang bernuansa kapitalistik. Penelitian ini membahas tentang proses komodifikasi agama Trans TV dan ustaz seleb yang didasarkan pada teori ekonomi politik media Vincent Mosco, peneliti mengulas bentuk komodifikasi agama dalam program religi tersebut.

Kata kunci: *ekonomi politik media, komodifikasi agama, ustaz seleb*

## ABSTRACT

Religious programs that appear on several Indonesian television shows is a sign that the media plays an active role in producing religious industries. Religious programs that are broadcast on several televisions cannot be separated from the interests of ratings and profits. In fact, religious programs with the lecture method presented on television are not new. This can be seen from the appearance of the preachers who gained popularity after preach at a certain television station. The preachers who graduated from television is usually called the celebrity preachers. One of the religious programs that is the focus of this research is Islam Itu Indah. One of the Islamic tausiyah programs hosted by Ustaz Maulana. Through this program, Trans TV earns big profits through the commodification of religious symbols that are always displayed. Ustaz Maulana tends to be constantly emphasized with trendy and parlente looks. Obviously, in addition to the capital gains that flowed to Ustaz Maulana, Trans TV as the media that formed the figure of this celebrity preachers also profited several times. In this industry, Trans TV also contributes in creating a new representation of Islam. This media is more directed towards a lifestyle filled with religious symbols with capitalistic nuances. This study discusses the commodification process of Trans TV religion and celebrity preachers based on political economy of the media developed by Vincent Mosco about commodification.

*Key words: political economy, religious commodification, celebrity preachers*