

Rubric Category of News and Articles of Islamic Navigations Occur in Surat Kabar Harian Medan

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Abstract

This research was conducted on the people of Binjai City who read the daily newspapers published by Medan. Based on the scientific field, this research is a field research. This type of research is classified as quantitative research, it is correlational. Statistical testing was conducted, namely to help researchers make generalizations accurately. Using agenda setting theory was first introduced and developed by McCombs and Shaw. This theory argues that if the mass media exerts pressure on an event, then the media influences the audience. The prominence and categories of Islamic news and articles in Waspada and Analisa daily newspapers are slightly different. In the Waspada daily newspaper, articles are not only placed in the Mimbar Friday column, but also in the al-Bayan column, opinions, features, sometimes even in the editorial column. Meanwhile, there are news in almost every page of the newspaper. Waspada even prepared a column of information about Friday khatibs which occupy column two half a newspaper page. The daily newspaper Analisa rarely puts news and articles on the front page of the newspaper. Islamic articles are only placed in the Mimbar Islam column.

Keywords

Karo folklore; local wisdom
educational value



I. Introduction

For humans language is a very important communication tool, with that language, people can convey various inner news, thoughts, and hopes to fellow humans. With that language also people can receive and convey all knowledge, hopes, and messages. Because of the position of such language, language is encountered in all areas of human life, including in the field of advertising. Communication activities not only involve a participant, but also involve other participants. In order for participants to understand the intentions of each other's speech, the research must have good cooperation. As one of the areas of human life, advertising and advertising have a very important role if viewed in terms of economics, sociology, psychology, and communication. (Suharyanto, 2018)

Mass media is a form of technological advancement in the information and communication sector. The influence of the mass media varies on each individual. This is due to differences in thought patterns, differences in characteristics that have an impact on attitude making, day-to-day social relations, and cultural differences. Social change in society is oriented towards efforts to leave behind elements that must be abandoned, oriented to the formation of new elements, and oriented to values that have existed in the past mass.

In doing reality construction, the mass media uses language as the main tool in telling reality. Language is a conceptualization and narrative tool. Once the importance of language, there is no news, stories or knowledge without language. (Priadi, 2018)

At least the mass media has three main tasks, namely; first, to convey information (to inform) the public regarding development information. Second, giving the public the opportunity to take an active part in the decision-making process, broadening the dialogue to

involve all parties who will make decisions about change, or in other words creating a smooth flow of information from the bottom up. Third, to educate the workforce needed in development.

Based on the three main tasks or functions of the mass media above, it is clear how complex the role of mass media is. Apart from acting as a multiplier of knowledge resources, the mass media can also create a climate conducive to change by influencing society on the values, mental attitudes and behaviors that support modernization. Furthermore, the mass media are also suspected of being able to facilitate the planning and implementation of development programs related to the needs of the community, be it development in the economic, social, political or religious fields so that it becomes a self-perpetuating process.

The first mass media that appeared and were very old were newspapers. Newspaper or newspaper lexically means sheets of paper bearing the news and so on, divided into columns which are involved every day or periodically. In the Republic of Indonesia Law No.40 of 1999 on mass media, the newspaper is a national mass media instrument. The point is as a social institution and a vehicle for mass communication that carries out journalistic activities including work; seeking, obtaining, possessing, storing, processing and conveying information in written form using the available print media.

More specifically, according to Onong Uchjana Effendy, a newspaper has four characteristics. First, publicity. This means that newspapers are intended for the public, therefore news, headlines, articles and others must be of public interest. Second, universality. Shows that newspapers must carry various news about events around the world and about all aspects of human life. Third, actuality. The intention is to have speed in conveying reports about events in society to the public. Fourth, periodicity it means that a publication is called a newspaper if it is published periodically or regularly.

Various events and events in actual, factual terms can be broadcast by a daily (newspaper). With their various advantages and specialties, newspapers are increasingly effective in providing information (to educate) the public, in the form of rubrics and articles including the religious field in various newspapers. According to Meinanda, the importance of newspapers in people's lives will increase people's knowledge so that they can overcome problems that arise. Besides that, by reading the newspaper, the public will know the development of the environment so that they can adjust to the circumstances in question.

Thus the mass media has taken part in communicating the delivery of religious messages to the wider community, including in Binjai City.

Norton Long said that newspapers play a major role in determining the territorial agenda. It has a big role in determining what the public will talk about, what facts will be considered and considered as a way out of a problem. Based on the significance of newspapers in people's lives, all forms of information relating to religious issues become a necessity in the context of contemporary life.

With affordable and relatively cheap prices, newspapers are a mass media that is in great demand by people. In Binjai City itself, at present, almost all agencies, hospitals, universities, coffee shops, and in other public places such as banks, showrooms, even in hairdressing establishments, are found in Medan newspapers. In fact, not a few who subscribe to more than one newspaper in every public place that is crowded with people. With this kind of situation, it is possible to influence the religious behavior of the people of Binjai City, especially those who often read Islamic nuanced news in newspapers published in Medan. Or at least those who frequently read newspapers will influence their perceptions of Islamic news, thus forming a religious behavior for the people of Binjai.

One form of news and articles is meaningful presentations with Islamic nuances from each of the sections offered. There have been many rubrics in newspapers circulating with Islamic content. Regardless of the month of Ramadan, almost every day there is an edition in which there are Islamic rubrics. In particular, the daily newspaper Waspada and Analisa, which provides various kinds of rubrics that are tailored to the needs of Muslim families without including political values in this newspaper. So far, Islam has always been associated with da'wah activities. Political motives make Islamic print media have a bad image in the general public because public trust in Islamic media will be weakened by the presence of Islamic media related to liberal Islam. If we look at the life of the masses today which cannot be separated from economic interests.

To get rid of this bad image in the wider audience, Islamic print media such as the Waspada daily newspaper and Analisa as printed media try to adapt to the times to improve the negative image by promoting modern Islamic life without any political motives in it. The high need for Islamic religious information has been recognized by the public, especially Muslim family audiences, about the true stories of Allah's greatness and a lesson for us all.

In the daily newspaper Waspada and Analisa there are various kinds of material, including: monotheism, worship, muamalah, sharia and Islamic law, the history of the existence of Islam, siyasa, social and cultural, the Koran and hadith. There are so many messages conveyed in this newspaper, including social messages and religious messages. Among the messages carried in this newspaper is a message that we care for others. This can be exemplified from the experience of the prophets in the past that always cared for their people and always put the interests of their people first.

II. Review of Literature

News is an event report that has journalistic value or has news values - actual, factual, important, and interesting. News is also called "latest information". Types of news include: a) Direct news (Straight News / Spot News / Hard News), b) opinion News, c) Investigative news, d) Soft News. Views are views or opinions about an issue or event. This type of information includes columns, editorials, articles, reader letters, caricatures, corners, and essays. There are also writings that do not include the news also cannot be called opinions, namely features, which is a combination of news and views. The most popular types of features are feature tips (how to do it features), biographical features, travel / adventure notes, and human interest features. (Saragih, 2020)

Agenda setting theory was first introduced and developed by McCombs and Shaw. This theory argues that if the mass media exerts pressure on an event, then the media influences the audience to consider it important. Developers of this theory (McCombs and Shaw), focused on the effect of mass media on knowledge. The power of the media in influencing the public as the target of the media is considered to have the ability to receive and select any information conveyed by the media, according to the socio-cultural background of the audience. According to McCombs and Shaw, audiences not only learn about issues that occur in society and events conveyed by the media, but audiences also learn how important it is to link an issue or topic from the emphasis conveyed by the mass media.

This research was conducted on the people of Binjai City who read the daily newspapers published by Medan. Based on the scientific field, this research is a field research conducted to see the influence of people's perceptions of Islamic news on religious behavior in the city of Binjai. This type of research is classified as quantitative research, correlational in nature, namely research that seeks to connect or find a relationship between one variable

and another. To find out the magnitude of the relationship between the independent variables (people's perceptions of Islamic nuanced news), with the religious behavior of the community, a statistical test was carried out to help researchers make generalizations accurately.

III. Result and Discussion

The number of Islamic news and articles published in the Analisa daily during the research period from February to April 2016 totaled 98 titles. Of the 98 titles found in the article were found in the Mimbar Islam rubric, the rest was found in the opinion column (views). Meanwhile, the Islamic nuanced news throughout the research took place from February to April totaling 116 titles. Thus the publication of news and articles with Islamic nuances in the Analisa daily newspaper totaled 214 titles on almost every page. The distribution of news and articles with Islamic nuances each month can be seen in the following table:

Table 1. Number of Islamic News Posts and Articles in the Daily Analisa from February until April 2016

No	Type of Rubric	Number of Titles			Amount	Percentage
		February	March	April		
1	New	38	41	37	116	54.21 %
2	Article	32	32	34	98	45.79 %
	Total	70	73	71	214	100 %

Generally, the publication of Islamic news and articles in the Analisa daily on Friday is only found in certain columns. This is understandable because Friday is a special day for Muslims, so that almost all newspapers actually contain writings related to Islam on that day even though the content of their content varies.

In addition, compared to other local newspapers published in Medan, Analisa daily provides a special column every Friday known as Mimbar Islam. The Analisa daily newspaper cannot be categorized as one of the laden with Islamic news, but the Analisa daily newspaper is very concerned about publishing news, articles and other writings with Islamic nuances. This is due to the majority of Muslims in the market share of the Analisa daily newspaper, and the editor of the Analisa daily newspaper is actually a da'I who is very concerned about Islamic news and articles.

3.1 Prominence and Category of Islamic News and Articles in Analisa Daily from February to April 2016

Judging by the prominence of Islamic nuanced articles in the Analisa daily, the research can be divided into two sections of the newspaper. The first part or the front page is from page 11 to page 20. The second or back page is page 21 to page 36. The prominence of Islamic nuanced articles on the analysis day is generally placed on the back page of the newspaper in the rubric rubric of the Islamic pulpit. This can be understood because the page front of a newspaper mainly contains news (news). Articles in the form of opinion, editorial and future (views) are usually placed in the middle and back of the newspaper. Meanwhile, other content, namely advertising is placed according to the request of advertisers, and this is of course closely related to the size of the advertiser's ability to pay a newspaper agency according to the advertising rate set by the editor of the newspaper advertisement concerned. Generally, between one newspaper and another newspaper, there are differences in

advertising costs. Likewise with the layout (location), the width of the calom and the color of the ad will affect the cost of advertising.

Compared with the daily alert newspaper, which every day contains articles on the first page / head of the letter, and informs the schedule of Friday preachers throughout Medan and its surrounding cities which require 1 (one) half page of newspapers every Friday, then the Analisa daily newspaper actually has a very small portion of articles with Islamic nuances.

As for news with Islamic nuances in general, as other news is found on the front page of the newspaper, and some others are on and on the back page of the daily Analisa newspaper. The general distribution of news and articles with Islamic nuances per month can be seen in the following table:

Table 2. Prominent Islamic news and articles in the Analisa Daily from February until April 2016

No	The prominence of articles and news with Islamic nuances	Number of titles			Amount	Percentage
		February	March	April		
1	Front page	22	27	29	78	36.45 %
3	Back Thing	48	46	42	136	63.55 %
	Total	70	73	71	214	100 %

Source: Primary Data (2016)

There were 78 headlines or 36.45% percent of news and articles with Islamic nuances placed on the front page during the research period. The placement of Islamic news and articles on the front page, which usually appears every Friday, is Islamic news in various forms. News relating to the commemoration of Islamic holidays, news around Islamic political parties, news related to Islamic countries, news related to Islamic activities, news related to Islamic mass organizations, news about Islamic educational institutions and news about splinter Islamic organizations, the Ministry of Religion and all its staff and others with Islamic nuances. While the prominence of Islamic news and an article is on the back page of the Analisa daily newspaper. There are about 136 headlines or about 63.55% news and articles placed on the back page of the newspaper. Thus, the level of prominence of religious news and articles is classified as very low, because only one-third of titles are placed on the front page position, two-thirds are placed on the back page.

The category of publishing news and articles with Islamic nuances in this study is differentiated between headlines and non-headlines. The term headline is usually more popular, used for newspaper content in the form of news (news). However, in this context what is meant by Islamic news headlines and articles is when the Islamic nuanced articles are placed in the top position on each of the pages contained in the daily newspaper Analisa during the research.

The results of the content analysis showed that the categories of news and articles with Islamic nuances with headlines were 91 headlines and articles with Islamic nuances, while 123 other Islamic news titles and articles were placed in the non-headline position. The distribution of news and articles can be seen in the following table:

Table 3. The Highlighting Category of the Loading of Islamic News and Articles in the Analisa Daily from February until December April 2016

No	Featured articles and News	Number of titles			Amount	Percentage
		February	March	April		
1	Up	33	28	30	91	42.52 %
2	Down	37	45	41	123	57.48 %
	Total	70	73	71	214	100 %

Source: Primary Data (2016)

It seems that the category of posting Islamic news and articles in the Analisa daily is relatively often in the lower position, which is found around 57.48 percent. Meanwhile, those in the top position amounted to 42.52 percent. News and articles with Islamic nuances found in the upper fold are generally found every Friday, while outside of Friday, the Analisa newspaper does not contain Islamic-nuanced articles.

3.2 Islamic News Material and Articles in Waspada Daily

The entire material of the Islamic nuanced articles found in the daily newspaper Analisa examines various issues about Islam from various perspectives, including containing material from the point of view of monotheism, worship, muamalah, sharia, muamalah, siyasah, social and cultural, morals, and the Quran. In contrast to news written by pen coolies or news hunter journalists, which are events, facts or Islamic activities published in newspapers, Islamic-nuanced articles are written by highly heterogeneous experts consisting of various backgrounds. Different education, this has resulted in a lot of Islamic nuanced material that appears. The writers of Islamic nuanced articles in the daily Analisa usually also contain actual written themes and are relevant to the conditions that occurred at that time and consider certain moments in discussing or studying Islamic issues from different perspectives.

Not much different from articles, the Islamic nuanced news material published in the Analisa daily is also very diverse. This can be understood, because the news material in the daily newspaper published by the City of Medan is more in the form of commemoration of Islamic holidays, activities of Islamic organizations, Islamic institutions such as the Ministry of Religion and its entire staff. In the following table the news material and Islamic nuanced articles are not separated from each other, but both are counted as one with the distribution of the material as follows:

Table 4. Islamic news and articles in the daily are alert From February until April 2016

No	Type of material	Number of titles			Total	Percentage
		Februari	Maret	April		
1	Tawhid and worship	14	15	12	41	19.16 %
2	Sharia and muamalah	14	16	13	43	20.10 %
3	Siyasah, social and cultural	19	22	28	69	32.24 %
4	Akhlaq, alquran	23	20	18	61	28.50 %
	Total	70	73	71	214	100 %

Source: Primary Data (2016)

The material related to monotheism and worship contained in the Analisa daily is around 19.16 percent of the total Islamic nuanced articles found during the research. Furthermore, the material related to sharia (Islamic law) and muamalah is around 28.57 percent. Materials related to siyasa, social and Islamic culture, namely around 32.24 percent. The rest is material on Akhlaq and the Al-Quraan 28.50 percent. Thus the table above shows that the distribution of news materials and articles with Islamic nuances was evenly distributed during the research, none of which was very dominant. Even so, the siyasah material, the socio-culture, has the largest percentage.

3.3 Perceptions about Newspapers

Newspaper is one of the mass media that has been known by the people of Binjai City for a long time. The newspapers in question are not only those from the regions, there are also those from the capital city of Jakarta. Of the many newspapers read by the people of Binjai City, the newspaper that is widely read by the public is the newspaper published by Medan. The contents of newspapers that are always read by the public are news and articles. To find out how the public's perception of the two contents of the newspaper with Islamic nuances, the following will be discussed in detail.

a. Perceptions of Islamic nuanced news

To get accurate data on how the public's perception of Islamic nuanced news is given several questions in the form of a questionnaire. The answer is as shown in the following table:

Table 5. Accumulation of Respondents' Answers Regarding Public Perceptions Islamic nuanced news

No	Question	Attitude score				Σ
		TS	KS	S	SS	
		1	2	3	4	
1	I always read news with Islamic nuances in the newspapers	10	26	374	189	599
		2	4	62	32	100%
2	I read through the news	12	39	387	161	599
		2	6	65	27	100%
3	I like to read Islamic nuanced news in the newspapers	13	30	345	211	599
		2	5	58	35	100%
4	I am interested in Islamic news	3	13	309	274	599
		1	2	51	46	100%
5	I read and pay serious attention to news about Islam	14	43	360	182	599
		2	7	60	31	100%
6	If there is Islamic news, I just read it casually	16	180	149	254	599
		3	30	25	42	100%
7	I believe in Islamic news in the newspapers	28	55	282	234	599
		5	9	47	39	100%
8	I understand the news about Islam in the newspapers	9	17	337	236	599
		2	3	56	39	100%
9	I feel satisfied after reading Islamic news	15	38	287	259	599
		3	6	48	43	100%
10	I often read news with Islamic nuances in the newspapers	18	16	355	210	599
		3	3	59	35	100%

11	Islamic news has influenced my mindset about Islam	15	59	314	211	599
		3	10	52	35	100%
12	I often read news about tauhid in the newspapers	12	62	298	227	599
		2	10	50	38	100%
13	I often read news about Worship in the newspapers	17	50	333	198	599
		3	8	56	33	100%
14	I always read news about sharia in the newspapers	6	51	297	245	599
		1	8	50	41	100%
15	I always read news about muamalah in the newspapers	19	60	267	253	599
		3	10	45	42	100%
16	I always read news about siyasah (politics) in the newspapers	8	37	329	225	599
		1	6	55	38	100%
17	I always read social news in the newspapers	7	34	364	194	599
		1	6	61	32	100%
18	I enjoy reading news about culture in the newspapers	32	55	301	211	599
		6	9	50	35	100%
19	I often read and understand news about the Koran in the newspapers	9	44	260	286	599
		2	7	43	48	100%
20	I like to read news about hadith in the newspapers	6	45	240	308	599
		1	8	40	51	100%
21	I feel satisfied with the morality news in the newspapers	7	50	273	269	599
		1	8	46	45	100%
Total		27		646		
		6	1004	1	4837	12578
Total x Weight		27		193		
		6	2008	83	19348	41015
High School		50312.				

Based on the data in table 5, it can be seen that the perception of the people of Binjai City towards Islamic nuanced news is quite good. This can be seen from the answers of respondents about interest, seriousness, completeness and belief of Islamic nuanced news, most of whom agreed and strongly agreed. When viewed from the material (content) of the news such as about monotheism, syariah, morals, politics and others, most of their answers agreed and strongly agreed.

To find out the high and low average numbers of the questionnaire regarding people's perceptions in reading Islamic nuanced news, the calculation of the scores used on the Likert scale is used, namely by the stages:

1. Determine the highest score, namely the formula for the number of respondents times (X) the questionnaire times (X) the highest weight
2. Adding up the scores obtained from the respondents' answers.
3. Determine the percentage between the score obtained and the highest score by dividing the score obtained by the highest score.
4. Categorize the levels obtained with the following criteria:
 - 0% - 20% = Very bad
 - 21% - 40% = Bad
 - 41% - 60% = Enough
 - 61% - 80% = good
 - 81% - 100% = Very good

Based on the above provisions:

1. The highest score of perceptions of the respondents' Islamic news is: $599 \times 21 \times 4 = 50312$.
2. The score obtained from the respondents' answers based on the above calculation is 41015.
3. The percentages obtained are: $41015 : 50312 = 0.81 = 81\%$.
4. Based on the above criteria, the respondents' perception of Islamic news at the category level is very good (between 81% - 100%).

To determine the tendency of respondents' choice of the questionnaire given, it can be seen by dividing the number of choices by the number of questionnaires.

Table 6. Tendency of Respondents Regarding Public Perceptions of Islamic Nuanced News

Alternative options / Weights	Number of choices	Number of questionnaires	Number of voters
1	276	21	115
2	1004	21	208
3	6461	21	221
4	4837	21	55
	12578	21	599

To clarify the data above, it can be seen in the diagram depicting the weight level of perceptions of Islamic nuanced news for the people of Binjai City below.

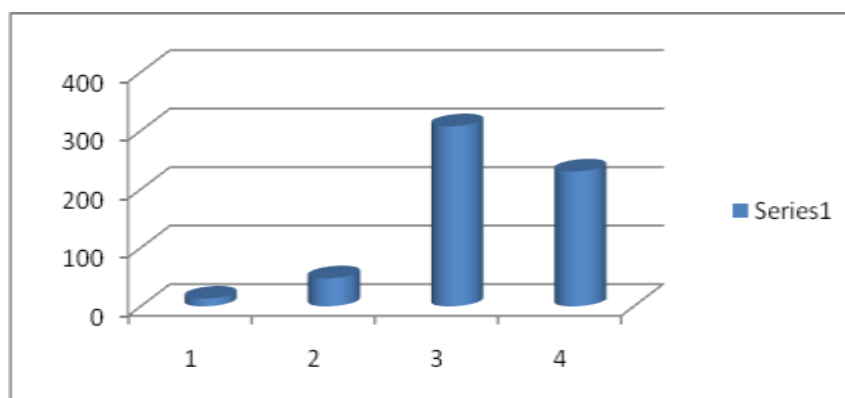


Figure 1. The tendency of respondents regarding the perception of news with Islamic nuances

b. Islamic nuanced articles

Newspaper content other than news which is used as a sub variable is articles. To find out the perceptions of the people of Binjai City about articles in newspapers, it can be seen in the following table:

Table 7. Accumulation of Respondents' Answers Regarding Perceptions of Islamic Nuanced Articles in Newspapers

N0	Question	Attitude score				Σ
		TS 1	KS 2	S 3	SS 4	
1	Reading Islamic articles in newspapers is my favorite	2	36	298	263	599
		0	6	50	44	100%
2	I read until the end of the article	3	34	284	278	599
		1	6	47	46	100%

3	I enjoy reading articles with Islamic nuances in the newspapers	6	36	331	226	599
		1	6	55	38	100%
4	I am interested in Islamic articles	6	33	339	221	599
		1	5	57	37	100%
5	I read and paid serious attention to articles about Islam	14	42	290	253	599
		2	7	49	42	100%
6	If there are Islamic articles, I just read them casually	4	110	210	275	599
		1	18	35	46	100%
7	I believe in Islamic articles in newspapers	12	52	303	232	599
		2	9	51	38	100%
8	I understand articles about Islam in newspapers	15	42	289	253	599
		3	7	48	42	100%
9	I feel satisfied after reading articles with Islamic nuances	1	47	294	257	599
		0	8	49	43	100%
10	I often read articles with Islamic nuances in the newspapers	12	42	347	198	599
		2	7	58	33	100%
11	Islamic articles influenced my mindset about Islam	3	36	313	247	599
		1	6	52	41	100%
12	I often read articles about monotheism in the newspapers	1	43	260	295	599
		0	7	44	49	100%
13	I practice the teachings of monotheism in the newspapers	2	67	268	262	599
		0	11	45	44	100%
14	I often read articles about Worship in the newspapers	4	33	310	252	599
		1	5	52	42	100%
15	I practice worship in my life	4	36	287	272	599
		1	6	48	45	100%
16	I always read articles about sharia in the newspapers	5	36	291	267	599
		1	6	49	44	100%
17	I took a lesson about sharia in the newspaper	5	49	293	252	599
		1	8	49	42	100%
18	I always read articles about muamalah in the newspapers	13	69	305	212	599
		2	12	51	35	100%
19	I practiced muamalah lessons that were in the newspapers	6	49	312	232	599
		1	8	52	39	100%
20	I always read articles about siyasah (politics) in the newspapers	3	46	303	247	599
		1	8	50	41	100%
21	I studied political studies from newspapers	5	54	314	226	599
		1	9	52	38	100%
22	I always read articles about social in the newspapers	4	38	357	200	599
		1	6	60	33	100%
23	I feel happy and satisfied reading articles in newspapers	2	31	330	236	599
		0	5	55	40	100%
24	I enjoy reading articles about culture in the newspapers	6	27	377	189	599
		1	4	63	32	100%
25	I pay attention to culture through the newspapers	5	47	336	211	599
		1	8	56	35	100%
26	I often read and understand articles about	7	43	301	248	599

	the Koran in the newspapers	1	7	50	42	100%
27	I learned to understand the contents of the Koran through articles in newspapers	8	63	275	253	599
		1	11	46	42	100%
28	I like reading articles about hadith in the newspapers	7	55	259	278	599
		1	9	43	47	100%
29	I studied hadith through articles in newspapers	17	81	244	257	599
		3	13	41	43	100%
30	I feel satisfied with the articles of morality in the newspapers	12	51	305	231	599
		2	8	51	39	100%
31	I studied and practiced the Prophet's morals in life through articles in newspapers	11	48	278	262	599
		2	8	46	44	100%
	Total	205	1476	9303	7585	18569
	Total x Weight	205	2952	27909	30340	61406
	High Score	74276				

To find out the high and low average scores of the questionnaire on people's perceptions of Islamic nuanced articles, a score calculation is used on the Likert scale, as above. Based on these provisions, it is obtained:

1. The highest score for the perception of the respondent's Islamic nuanced articles is: $599 \times 31 \times 4 = 74276$.
2. The score obtained from the respondents' answers based on the above calculation is 61406.
3. The percentages obtained are: $61406 : 74276 = 0.83 = 83\%$.
4. Based on the above criteria, it means that the respondents' Islamic nuanced articles are at the very good category level (between 81% - 100%).

In the table above, there is very interesting data about articles with Islamic nuances. Among them are the average respondents who agree and strongly agree that they learn the meaning of the Koran and hadith through articles in newspapers. If the figure is accumulated, it reaches 90%. This means that articles with Islamic nuances are able to introduce the Koran and hadith to a wider audience.

IV. Conclusion

The number of posts with Islamic nuances in the Waspada daily newspaper is very high. This is proven by the fact that during the research took place from February to April 2016 every Friday in 13 editions totaling 369 titles. Islamic news and articles are published on almost every page of the newspaper. This shows that the Waspada daily newspaper is very concerned with Islamic news and articles. Meanwhile, the daily Analisa newspaper only contains 214 Islamic news and articles. However, the inclusion of Islamic nuanced headlines in the Analisa daily is high.

The prominence and categories of Islamic news and articles in Waspada and Analisa daily newspapers are slightly different. In the Waspada daily newspaper, articles are not only placed in the Mimbar Friday column, but also in the al-Bayan column, opinions, features, sometimes even in the editorial column. Meanwhile, there are news in almost every page of the newspaper. Waspada even prepared a column of information about Friday khatibs which occupy column two half a newspaper page. The daily newspaper Analisa rarely puts news and articles on the front page of the newspaper. Islamic articles are only placed in the Mimbar Islam column.

For researchers who are interested in researching the effects of media, it is necessary to further examine the content of the media messages presented in newspapers. The study of the effects of media on religious behavior also needs to be extended to religious behavior with other sub-variables, for example regarding attitudes, fasting, tolerance between religious communities, education. The media crew should be well aware that the largest newspaper readers in North Sumatra (especially the City of Binjai) are Muslims, therefore the media always reproduce Islamic news and articles, especially material related to quran and hadith worship that is of great interest to the public.

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