

Religiosity and the Motivation to Consume Islamic Horror Films Among Generations in Indonesia = Religiositas dan Motivasi Mengonsumsi Film Horor Islami di Kalangan Generasi di Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengungkap hubungan antara religiositas dan motivasi untuk mengonsumsi film horor Islami. Di Indonesia, horor religius telah menjadi subgenre yang berkembang secara signifikan selama beberapa tahun terakhir, meskipun representasi simbol-simbol agama dalam film horor dapat ditelusuri kembali ke era Orde Baru. Studi terdahulu telah meneliti hubungan antara agama dan horor—bagaimana industri film menumbangkan simbol-simbol agama, memanfaatkan ketakutan yang dimotivasi oleh agama, dan bagaimana film horor berfungsi sebagai media yang tidak konvensional untuk propaganda agama. Yang luput dari penelitian-penelitian ini adalah masyarakat yang jarang diperlakukan sebagai aktor kontributor dalam tren ini, karena penawaran juga mengikuti permintaan. Menggunakan pendekatan mixed methods dengan desain sekuensial eksplanatori, total 276 responden dan tiga wawancara mendalam terkumpul. Analisis bivariat dan multivariat mengungkapkan hubungan positif yang signifikan antara religiositas dan motivasi untuk mengonsumsi film horor Islami, dan bahwa religiositas paling memengaruhi motivasi Gen Z dibandingkan dengan Gen X dan Milenial. Temuan ini mencerminkan munculnya desekularisasi yang termanifestasi melalui komodifikasi agama di media, termasuk genre horor. Selain itu, perbedaan hasil berdasarkan kelompok generasi berkorelasi dengan perbedaan persepsi tentang agama di media sosial dan pendidikan agama pada masa remaja.

.....This study aims to uncover the relationship between religiosity and motivation to consume Islamic horror films. In Indonesia, religious horror has become a significantly growing subgenre over the past few years, although the representation of religious symbols in horror films can be traced back to the New Order era. Previous studies have examined the relationship between religion and horror—how the film industry subverts religious symbols, capitalizes on religiously motivated fears, and how horror films serve as an unconventional medium for religious propaganda. What went unnoticed from these studies is that society is rarely treated as a contributing actor in this trend, as supply also follows demand. Using a specific mixed methods approach with an explanatory sequential design, a total of 276 respondents and three in-depth interviews were conducted. Bivariate and multivariate analyses revealed a significant positive relationship between religiosity and motivation to consume Islamic horror movies, and that religiosity most influences motivation among Gen Z compared to Gen X and Millennials. These findings reflect the rise of desecularization manifested by the commodification of religion in the media, including the horror genre. Moreover, the differences in results by generational cohorts are related with differences in perceptions of religion in social media and religious education in adolescence.