

## The implementation of mahabharata series values by NU muslimat

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### Abstract

The emergence of 'Bollylovers' and fans of Indian songs is a phenomenon which conducted this research and we need further study about this. The Mahabharata serial values conduct this research especially the NU Muslimat members. This research uses qualitative method and interactionist approach. This study also uses observation, documentation, in-depth interviews for data collection technique. In addition, this paper uses data analysis technique using interactive model data analysis developed by Miles and Huberman. The result of the study shows that NU Muslimat members apply the values in the Mahabharata Series. This result shows that the values in the Mahabharata Series have a role in the actions taken by NU Muslimat members.

**Keywords:** Perception, Mothers of Muslimat NU, Mahabharata Series

### Introduction

There is a huge and enormous talk about Indian series recently. Most of the people who admire these series has an eager and urge to get to know each and every episodes of this show (Yulianingsih 2016). The theme of this series contains typical Indian mythology which we can also find in Java. This might be the main reason as well as attraction for Indian serial fans (Danesi 2010).

We can see the enthusiasm of the fans through the intensity of them in accessing the information regarding the actors as well as the episodes. In addition, the society shows a different life style in terms of consumption, fashion and social behaviour (Lubiyana 2013). As for Surabaya, most of the fans have tried to copy Indian Style in their daily life. Some of the fans absorbed the value of wisdoms and goodness taught in the series while solving problems.

The author conducts this research to find more the interpretation and practise of the values from Mahabharata Series performed by NU Muslimat members. The subject of this research is NU Muslimat members because they are a group who learn about the Islamic Sciences routinely (Zada & Sjadzili 2010). It is interesting that this religious group choose to use and apply the values from Indian Series.

### Method

The result of this research shows that the NU Muslimat members apply the values of Mahabharata series such as through the attitude, behaviour, appearance, and expression. They also use the values for their daily problem solving. For instance, in one of the episodes about Pandawa conflict, they will take the lesson about family and friendship in the battlefield.

The members of NU Muslimat give audienceschemes type by presenting the values of Mahabharata Series. The manifestation of the characters in the show manifested in their daily activities. Berger and Luckman (1990) said that the members of NU Muslimat are active audiences. They apply the values from what they have seen in the show. Notwithstanding, the level of values application is different depend on the intensity of each individual. Some of the members watches once a week and some of them ore than twice so that the understanding of each member about the values in the series is differ.

## **Hamdiyah: The implementation of mahabharata series values by NU muslimat**

According to Tjiptono (2002), television exist with the valuable programs for the audiences, as a comparison tools between perceptions and hopes. Someone is considered satisfied if they can meet the expectations or even better more. On the contrary, if they couldn't meet the expectation they expected they will feel disappointed. According to Kotler (2002) satisfaction is happy or sad feeling which occurs after they compare the expectation and perception. This is in line with the attitude and behaviour of the NU Muslimat members feeling when they watch the series, they feel happy if the characters who they favour is happy and they will feel sad if the characters face difficulty.

The NU Muslimat members also said that they get advantages from this series regarding the history and the past. In addition, Indian Culture has similarity with Javanese Culture so that Mahabharata Series is one of the entertainment for the NU Muslimat members in their spare times. They also feel that their liking to the puppet art and other javanese art is increasing because of this series because Mahabharata has a very similar love story with the local javanese puppets art (Purna & Mintosih 1995).

Most of the NU Muslimat members fans of Mahabharata Series attend to the religious meeting every Thursday night, Sunday night and special occasion such as *Maulid Nabi Muhammad Shallallahu alaihi wa sallam*, *Harlah Nahdlatul Ulama*, 7 days death memorial, *Walimatul Ursy*, etc.

Mrs. Wd, one of the NU Muslimat members as well as big fans of Mahabharata Series said that she can still watch the series despite of her busy schedule after the meeting. Their meeting schedule as after Maghrib Prayer around 6.30 pm. Mrs. Wd will go home at 8 pm, so that she can still watch the Mahabharata Series at 9 pm.

The NU Muslimat members as well as Mahabharata Series fans also apply the togetherness values within the group, because the Mahabharata Series set an example about the benefit of togetherness. The religious meeting of NU Muslimat use this meeting as a tool to keep in touch, shares and learn about the Islamic religion. Through this meeting, the Nu Muslimat members get closer to each other as well as with the community. Religious meeting is a tool to apply a good values in the Mahabharata Series.

## **The Research Result and Discussion**

The result of this research shows that the NU Muslimat members apply the values of Mahabharata series such as through the attitude, behaviour, appearance, and expression. They also use the values for their daily problem solving. For instance, in one of the episodes about Pandawa conflict, they will take the lesson about family and friendship in the battlefield.

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## Conclusion

The conclusion of this research is that the NU Muslimat members has a different point of view in judging The Mahabharata Series. As we can see from their daily behaviour which in line with the values taught in the Mahabharata Series. In addition, each member of NU Muslimat has different intensity in interpreting and manifesting the values of the series depend on how long these people have watched the series.

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**Hamdiyah: The implementation of mahabharata series values by NU muslimat**

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