

ABSTRACT

The study entitled "The Audience Perception on Religious Messages in the Horror Film Thaghut 2024" is based on the phenomenon of clashes between the existence of religious messages and audience interest in media segmentation. The film Thaghut or previously titled Kiblat has caused pros and cons regarding the release of posters that are considered insulting to Islam, when viewed based on the function of the film, the film work should be accountable to society, but the reality is that many people still prefer films that do not function according to their function. This study formulates how big the audience's perception factor is in influencing the religious message in the film Thaghut. The results of the study stated that audience perception had an influence of 87.3% because it could link the prevailing moral and normal values and was open in awareness to change various aspects that were considered inconsistent with religious norms such as changing posters, titles and cutting several scenes that were considered blasphemous. As in the expectancy value theory, audience trust can be determined from the values they have adhered to and evaluations from the media. Recommendations for further researchers are expected to be able to research 30.3% of other factors that can explain the perception variables and it is suggested to be able to research in more depth with other research methods.

Keywords: Audience Perception, Religious Messages, Thaghut Film, Expectancy Value Theory