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Analisis Resepsi Mahasiswa Broadcasting
Universitas Mercu Buana Mengenai Berita Sandiaga Salahuddin Uno
Menjadi Cawapres 2019 Dalam Program Indonesia Lawyers Club Di Tv One
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ABSTRAK

Penelitian ini di latarbelakangi oleh TV One yang merupakan salah satu media yang berkembang pesat di Indonesia. Salah satu program TV One yang menjadi unggulan yaitu program ILC (Indonesian lawyers club). ILC merupakan program talkshow yang di kemas secara interaktif dengan pembawa acaranya pemimpin redaksi TV One sendiri yaitu Karni Ilyas. Program ini menghadirkan narasumber-narasumber utama dan melihat isu-isu yang di angkat dari berbagai perspektif yang tidak jarang menimbulkan perbedaan pendapat dari narasumber sehingga muncul perdebatan.

Tujuan penelitian ini untuk mendeskripsikan pemaknaan terhadap program acara ILC di TV ONE. Teori yang digunakan dalam penelitian ini adalah teori Stuart Hall dengan pendekatan penelitian deskriptif kualitatif.

Metode penelitian ialah Analisis Resepsi. Analisis Studi Resepsi menggunakan kriteria pembaca teks media yaitu Pembaca Dominan (dominant hegemonic position), Pembaca Negosiasi (negotiated code/position), dan Pembaca Oposisi (operational code/position). Berdasarkan hasil analisis dan pembahasan pemaknaan terhadap program ILC.

Hasil penelitian ini secara umum dapat disimpulkan bahwa pemaknaan khalayak terhadap program acara ILC masuk kedalam kategori Dominan (dominant hegemonic position).

Kata kunci : Program Televisi, Politik, Sandiaga Uno

Analysis of Broadcasting Student Reception at MercuBuana University Regarding News
SandiagaSalahuddin Uno becoming 2019 Vice President in the Indonesia Lawyers Club
Program on Tv One

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ABSTRACT

His research is based on the background of TV One, which is one of the fastest growing media in Indonesia. One of the leading TV One programs is the ILC program (Indonesian lawyers club). ILC is a talkshow program that is packaged interactively with the host of the editor in chief of TV One itself, KarnilIyas. This program presents key speakers and looks at issues raised from various perspectives that often lead to differences of opinion from the speakers so that debate arises.

The purpose of this study is to describe the meaning of the ILC program on TV ONE. The theory used in this study is Stuart Hall's theory with a qualitative descriptive research approach.

The research method is analysis of reception. Reception Study Analysis uses the criteria of media text readers, namely Dominant Readers (dominant hegemonic position), Negotiated code / position, and operational code / position. Based on the results of analysis and discussion of the meaning of the ILC program.

The results of this study can generally be concluded that the meaning of the audience towards the ILC program is included in the dominant category (dominant hegemonic position).

Keywords: Television Program, Politics, Sandiaga Uno