

# Representasi etnis dalam program televisi bertema komunikasi antarbudaya: analisis semiotika terhadap program televisi 'ethnic runaway' episode Suku Toraja = Representation of ethnic in intercultural communication themed television program: semiotic analysis of television program 'ethnic runaway' in episode Toraja Tribe

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## Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana etnis direpresentasikan melalui makna denotasi, konotasi dan mitos serta ideologi yang muncul. Analisis semiotik yang digunakan, diadaptasi dari model analisis Roland Barthes. Data penelitian diperoleh dari tayangan televisi Ethnic Runaway episode Suku Toraja yang disiarkan Trans TV. Dalam membahas digunakan konsep-konsep dalam komunikasi antarbudaya dan pemikiran Adorno tentang 'nonidentitas' dalam Negative Dialectics. Hasil penelitian ini menunjukkan bahwa terdapat lima adegan dalam tayangan ini yang secara khusus merepresentasikan suku Toraja. Untuk kemudian, dari adegan-adegan tersebut teridentifikasi mitos-mitos tentang suku Toraja sebagai berikut; suku Toraja ialah suku yang memiliki tradisi aneh, horor dan mistis, daerah Toraja ialah daerah yang angker, makanan dan proses memasak dalam kebiasaan suku Toraja menjijikan dan tidak praktis, tempat bermatapencaharian orang Toraja untuk mempertahankan kelangsungan hidupnya ialah sesuatu yang menjijikan, dan terakhir ialah salah satu tradisi suku Toraja berbahaya, menakutkan dan sarat dengan kekerasan. Melalui analisis tanda-tanda berupa aspek visual dan aspek audio, penelitian ini menyimpulkan bahwa tayangan Ethnic Runaway episode Suku Toraja tidak lepas dari sebuah ideologi dominan, yaitu etnosentrisme.

.....The objective of this research was to find out how an ethnic was represented through the denotative and connotative meaning, myth, and ideology. Semiotic analysis used was adapted from Roland Barthes model analysis. Data of the study was gathered from television program Ethnic Runaway in episode Toraja Tribe broadcasted by Trans TV. In discussing the matter, concepts of intercultural communication and Adorno's hypothesis of non-identity in Negative Dialectics were used. The result of the study showed that there were five scenes that specifically represented Toraja Tribe. Then, myths of Toraja Tribe were identified by those scenes, which were; Toraja was a tribe whose traditions were strange, horror, and mysterious, the territory of Toraja was haunted, the food and food processing of Toraja people were disgusting and complicated, the occupation to maintain the living of Toraja people was something disgusting, and last, one of Toraja tribe's traditions was dangerous, scary, and violent. Through the analysis of visual and audio aspects, the research concluded that television program Ethnic Runaway in episode Toraja Tribe was influenced by a dominant ideology, which was ethnocentrism.