

Interpretasi khalayak terhadap retorika politisi dalam televisi : studi kasus narasumber "Apa Kabar Indonesia" TV One

Lydia Nanda, author

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Abstrak

ABSTRAK

Penelitian ini memiliki fokus untuk mengkaji interpretasi khalayak terhadap retorika politikus dalam acara Apa Kabar Indonesia di TV One. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan menggunakan analisis resepsi yang dikembangkan Stuart Hall. Informan utama merupakan khayalak penonton televisi. Sumber data diperoleh dari wawancara, dan dokumentasi. Hasil penelitian ini menggambarkan bagaimana khalayak memaknai retorika politisi dalam acara televisi secara beragam (hegemonik, negosiasi, dan oposisional)

Abstract

This research focused on assessing the public interpretation of the rhetoric of politicians on the television talk show ?Apa Kabar Indonesia? TV One. This study used a descriptive qualitative approach using reception analysis that developed by Stuart Hall. The main informants were television viewers. Sources of data obtained from interviews, and documentation. The results of this study illustrated how audiences interpret of the politicians rhetoric on television shows in polysemic meaning (hegemonic, negotiation, and oppositional)