

Pengembangan Identitas budaya dalam media TV Nasional Indonesia (studi kasus pada PT Televisi Transformasi Indonesia/Trans TV) =The development of cultural identity on an Indonesian television (a case study of PT Televisi Transformasi Indonesia/Trans TV)

Ana Windarsih, author

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Abstrak

ABSTRAK

Tesis ini membahas masalah imperialisme media dalam dinamika televisi nasional Indonesia -Trans TV- khususnya, Melalui teori hegemoninya Gramsci dianalisa bagaimana TV dapat berfungsi sebagai resistensi hegemoni dalam menghadapi imperialisme media yang masuk melalui program TV asing. Pengembangan identitas budaya merupakan salah satu strategi yang diterapkan pada stasiun televisi nasional Trans TV, Menggunakan pendekatan studi kasus dengan teknik pengumpulan data in depth interview dan observasi. Analisa data secara ilustratif naratif setelah melalui tahap pengkategorian data. Hasil penelitian menunjukkan bahwa Trans TV sebagai stasiun televisi late comer mengembangkan produksi program secara in house (90%) dengan mengedepankan identitas budaya lokal. Namun hal tersebut belum bisa dikatakan mengcounter hegemoni, karena Trans TV sejak awal siaran sampai sekarang masih tetap menayangkan program impor dalam Bioskop Trans TV. Faktor lainnya, sebagai televisi komersial Trans TV di samping mengemban tugas memberikan edukasi kepada masyarakat. di sisi lain tetap mengembangkan bisnisnya yang sudah barang tentu semakin melanggengkan ideologi kapitalisme.

Abstract

The focus of this study is media imperialism within the dynamic of (Indonesian national television especially Trans TV. With Gramsci's theory hegemony it will be investigated how television could function an agent of counter hegemony against media imperialism that infiltrated television through its imported programs. To Develop of cultural identity is a strategy that has been practiced by Trans TV. This research is a qualitative research that uses data collecting technics are in depth interview and observation. The analysis of data collected were conducted through categorization and coding which was later systematically written into illustrative narrative. The research findings show that Trans TV as a late comer among all national televisions has developed an in house production straightly (90%), with priority on local cultural identity. But it is difficult to agree that such an action is a counter hegemony against imported program particularly since Trans TV is still displaying imported movies through a special program called Bioskop Trans TV. Another is the role of Trans TV as a

commercial television. so besides its function to provide educational programs for the society, it must also pay attention to the development of its business core which with inevitably sustain the so called capitalism ideology.