Serupa tapi tak sama disagregasi dalam morning show di indonesia = Look alikes disaggregation in indonesian morning shows

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Abstrak

[Tipe program berita morning show di Indonesia mengalami kenaikan popularitas beberapa tahun belakangan ini, bahkan ada yang menamakannya 'televisi primetime baru'. Berbeda dari program berita konvensional, morning show memiliki keunikan. Makalah ini meneliti isi dari tiga morning show yang tayang di stasiun televisi nasional - Apa Kabar Indonesia Pagi (tvOne), 8-11 Show (Metro TV), dan Indonesia Morning Show (NET.) - dengan tujuan memaparkan usaha-usaha para produser dalam membedakan program mereka dengan program saingannya. Dengan analisis kualitatif terhadap morning show, makalah ini berargumen mengenai kompleksitas dan inovasi dalam industri televisi, yang kemudian memunculkan disagregasi dalam program berita. Meskipun fenomena morning show di stasiun televisi komersial menunjukkan adanya homgenisasi, ditemukan bahwa demi menjangkau segmentasi yang berbeda, ketiga program yang diteliti mencoba membedakan muatan dan menunjukkan adanya inovasi serta arah baru., As a type if news programme, Indonesian morning shows are experiencing an increase in popularity in the past few years. Some have even labeled them as 'new prime time television'. Morning shows differ itself from conventional news programmes, and posses several unique traits. This article examines three morning shows currently being aired on national television stations - Apa Kabar Indonesia Pagi (tvOne), 8-11 Show (Metro TV, and Indonesia Morning Shows (NET.) - to describe the attempts made by their producers to differentiate their programme from their competitors. By using qualitative analysis on morning shows, this paper argues on the complexities and innovations within the television industry, which further leads to disaggreagtion in news programmes. Although the phenomenon of morning shows in commercial television stations show homogenisation, it is found that in order to reach different segments, these three studied programmes attempt to produce distinctive content that shows innovation and new directions.]