

Representasi suku sambori dalam reality show primitive runaway = Representation of sambori tribe in primitive runaway reality show

Addy Hasan, author

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Abstrak

[ABSTRAK

Realityshow Primitive Runaway (PR) episode Lia Wa Ode dan Rio Dewanto mengunjungi suku Sambori di Bima, Nusa Tenggara Barat, merepresentasikan pertemuan dua budaya yang berbeda, modern (Barat) dan tradisional (Timur). Pertemuan dua budaya tersebut menghasilkan oposisi biner maju dan terbelakang, percaya gaib dan berfikir rasional, bersih dan kotor, yang merupakan cara pandang Orientalisme Edward Said yakni cara Barat memosisikan Timur.

Penelitian ini membahas bagaimana suku Sambori direpresentasikan dalam Primitive Runaway serta bagaimana sudut pandang orang kota terhadap masyarakat yang tinggal di belahan Indonesia Timur itu. Penelitian ini menggunakan pendekatan Semiotik Roland Barthes untuk membongkar mitos (mythologies) serta ideologi hegemoni yang terkandung di program reality show ini.

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ABSTRACT

Reality Show Primitive Runaway on Lia Wa Ode and Rio Dewanto episode visiting Sambori tribe in Bima, Nusa Tenggara Barat, represented the meeting of two different cultures modern and traditional. The meeting of those two different cultures produced binary opposition, deveveloped and undeveloped, mystics and rational, higienis and dirty, which was the Orientalism view of Edward Said, how West positioned East.

This Research aims to analyze how Sambori tribe represented in Primitive Runaway and the view of modern people about the tribe from East Indonesia. This research used methodology approach of Semiotic Roland Barthes to find the mythologies and its ideology.;Reality Show Primitive Runaway on Lia Wa Ode and Rio Dewanto episode visiting Sambori tribe in Bima, Nusa Tenggara Barat, represented the meeting of two different cultures modern and traditional. The meeting of those two different cultures produced binary opposition, deveveloped and undeveloped, mystics and rational, higienis and dirty, which was the Orientalism view of Edward Said, how West positioned East.

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