

Gambaran adegan kekerasan pada tayangan Tom and Jerry di televisi terhadap khalayak : studi analisis pada kartun Tom and Jerry episode the Fast and the Furry = Portrayals of violences scene on Tom and Jerry television series against audiences : study analysis on cartoon program Tom and Jerry episode the fast and the furry

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Abstrak

Jurnal ini membahas gambaran tayangan kekerasan pada film serial kartun Tom and Jerry. Pemilihan ini didasarkan pada anggapan umum bahwa kartun selama ini dianggap aman dan ditayangkan pada jam-jam aktivitas anak, namun konten film serial tersebut justru mengandung unsur kekerasan. Diharapkan, hasil analisis ini dapat menjadi bahan pertimbangan bagi orang tua untuk melakukan pengawasan terhadap tayangan anak dan bersikap selektif terhadap pemilihan program yang dikonsumsi oleh anak. Adapun teori yang menjadi dasar berpikir adalah teori Kultivasi dari Gerbner, khususnya menganalisis tahap pertama dari empat proses yang disebut message system analysis. Hasil penelitian menemukan adegan kekerasan dalam bentuk penyiksaan lebih dominan ditayangkan dalam film serial kartun, selain itu adegan sadis memiliki durasi lebih lama dengan diperlihatkan jelas proses tindakan kekerasan dan akibat bagi korban.

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This journal discusses about portrayal of violence in cartoon as movie television series in Tom and Jerry. This selection is based on the common belief that cartoon has been considered as the safe program for child and aired during the hours of child's activity, but on the other hand this series contain the violence matter. Hopefully this journal can become material for parent's consideration for monitoring and being selective when choosing the television program that consumed by children. While, theoretical framework that used is Cultivation Theory from Gerbner, particularly analyzing the first step from four process that called "Message System Analysis". The result of this research are found that the violence scene that shown in that cartoon predominantly in the torture form, moreover the sadistic scenes have a longer duration and the process of violence scene are shown clearly with that impact for the victims.