

Fenomena tayangan pernikahan selebriti di Indonesia = The Celebritys wedding broadcast phenomenon in Indonesia

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Abstrak

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Pernikahan selebriti merupakan sebuah peristiwa yang menarik perhatian publik. Pernikahan selebriti pun kerap dimanfaatkan oleh industri televisi untuk memperoleh keuntungan. Televisi kini rajin menampilkan tayangan pernikahan selebriti secara intensif. Pernikahan selebriti tersebut diliput secara langsung, dikupas mendalam, dan dibungkus sedemikian rupa hingga menghasilkan tayangan yang laku di pasaran. Tayangan pernikahan selebriti yang ada sukses meraih angka rating dan share yang tinggi sehingga industri televisi semakin gencar dalam memberitakan pernikahan-pernikahan selebriti selanjutnya yang dibungkus sesuai standar yang telah terbukti sukses. Televisi menyuguhkan pernikahan selebriti sebagai suatu produk hiburan pada khalayak. Oleh karena produk hiburan ini dapat dengan mudah dicerna, khalayak tidak dapat berpikir secara kritis dan hanya mampu menerima produk tersebut secara pasif. Gencarnya industri televisi dalam menayangkan pernikahan selebriti juga membuat khalayak terkurung dan tidak mempunyai pilihan lain dalam mengonsumsi seni sebagai sarana hiburan.

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ABSTRACT

Celebrity's wedding is an event that attracts public's attention. This event is often utilized by television industry to generate profits. Television nowadays often broadcasts celebrity's wedding intensively. Celebrity's wedding is reported live, digged in depth, and packaged in such way to produce successful broadcast in market. The existent broadcast of celebrity's wedding had been proved to be successfully reach high number of rating and share. Thus, television is more aggressive in reporting the next celebrity's wedding and packaged them in a standardized way that had been proved successful. Television offers celebrity's wedding as entertainment to audience. Since this kind of entertainment can be easily digested, audience is not able to think critically and only able to receive this product passively. The aggressiveness of television industry in broadcasting celebrity's wedding traps audience so that audience doesn't have other choice in consuming art as source of entertainment.