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POWER CONTESTATION OF TELEVISION PROGRAMS
Study on Infotainment broadcasting program

(ix, 233 pages, 79 books, 27 articles, 15 journals (1960-2007), 2 figures, 3 tables)

ABSTRACT

This study is focused on the working process of power in television program with special emphasis on Infotainment program, subjectively is marked by knowledge and action of involved actors. This study is qualitatively aimed at explaining production and reproduction of actors' social practices who involve in knowledge production processes for delivering television program. More over, this study will be able to describe the actors' power contestation based on positions and relationship among subjects in developing interaction based on their interest on mentioned television program presentation. It uses qualitative approach emphasis on the process rather than result, and tends to involve trust between researchers and informant. This analytic descriptive study is carried out since the beginning of January to August 2007.

The work of power is basically moves to a series of relation, so that poser is understood as a description of plural network, not homogeny, and incomplete. It is a complicated network in a series of interactions and events in social practices of actors in a disperse position. Power can not be reduced in the form of central decision. It means that the works of power is not only determined by domination or authority of an actor to the other. In account to that, among actors are marked by regulation technology that work productively in controlling, depending, competing, and fighting one and other. Such process also marked by construction, deconstruction and reconstruction of actors' knowledge and is expressed in a series of actions that produce discourse.

Based on data analysis supported by an existing concept, so that the work ad contestation of power in television program especially infotainment can be described as follows: Firstly, the process of delivering infotainment program in

television creates a series of social practices of subject that has strategic relationship. The power works through social practices with dispersed positions through relations, or in other words the relationship construct power. Secondly, the process of delivering television program is marked by the works of control technology in the form of control system among actors. The control system extends over actors' relationship continually and drive to develop interdependency among them. Thirdly, the social interactions of actors who involved in infotainment program broadcast are basically a construction, deconstruction, as well as reconstruction of knowledge in which the power works. These become strategy of actors in interaction with others. Consequently there is a never ending contestation. Fourthly, besides power is a process of formulating knowledge, it also produces a discourse. Continually deconstructed discourse becomes a form of news media politics that create competition among actors that colored by the existence of power contestation.

Based on the above notions there are two critical aspects that should be noted in this study: Firstly, infotainment broadcasting program is a television (private) program in Indonesia has contribute of knowledge formation marked by the work of power through social practices of contestation actors. Power contestation in this television program is a description of the existence of power relation that support, strive, compete and destruct in the process of build knowledge and discourse.

Secondly, the issue of power basically has valuable contribution to anthropology, especially when experts that the anthropology has lost its job in lines with new social supremacy in this contemporary modern world. Issue of power also gives solution for anthropology to response related issue with recent development. Besides, issue of power gives a valuable contribution for anthropology has social network concept and empirical reality strength that can be carried out through field study.