

ABSTRACT

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TEXT ANALYSIS TOWARDS PANDJI PRAGIWAKSONO'S TELEVISION RATING AND CENSORSHIP BIT

(xiii + 74 pages: 12 figures; 19 tables; 2 attachments)

Keywords: Stand-Up Comedy, Pandji Pragiwaksono, Text Analysis, Television Rating, Television Censorship

Indonesia's television industry has become a track record to the national history, both of great achievements and terrible tragedies. Amongst its many contribution, there are secrets the industry conceal in from their viewers – including a bit regarding television ratings in Pandji Pragiwaksono's Juru Bicara World Tour 2016. Thus, raising suspicion from the society.

This research uses a qualitative research method, to which primary data covers the 8 bits under the topic of television rating and censorship. The discussion covers literature review about television and *stand-up comedy* as a tool of mass communication, the history of Indonesian television and the myths of Indonesian television.

This research results in the conclusion of Pandji Pragiwaksono's '*balon meletus*' and '*satelit Trans7 mati*' bits can be considered as controversial because of the different situations when the bit is delivered, as a different limitations apply inside and outside of the broadcasting radar. Furthermore, Pandji emphasizes the myth of media agenda that has been dispersed in the society. Television today still favors rating in aim of profit and a tool to further endorse hegemony.

References: 61 (1992-2018)

ABSTRAK

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ANALISA TEKS BIT RATING DAN SENSOR TELEVISI PANDJI PRAGIWAKSONO

(xiii + 74 halaman: 12 gambar; 19 tabel; 2 lampiran)

Kata Kunci: Stand-Up Comedy, Pandji Pragiwaksono, Analisa Teks, Rating Televisi, Sensor Televisi

Industri televisi Indonesia memegang catatan sejarah negara, merekam jejak pencapaian besar dan tragedi menyedihkan. Diantara banyaknya kontribusi pertelevisian, tentu ada rahasia yang disembunyikan industri televisi dari mata peminatnya – termasuk sebuah bit dalam pertunjukan Pandji Pragiwaksono berjudul ‘*Juru Bicara World Tour*’ pada tahun 2016, menyinggung tentang rating televisi. Hal ini membangkitkan pertanyaan dari masyarakat.

Penelitian ini menggunakan metode kualitatif, dimana data utama didapatkan dari 14 bit yang menyangkut rating dan sensor televisi di Indonesia. Diskusi dalam penelitian ini termasuk pembahasan mengenai televisi dan *stand-up comedy* sebagai alat komunikasi massa, sejarah pertelevisian Indonesia, dan mitos pertelevisian Indonesia.

Dari penelitian ini dapat disimpulkan bahwa bit ‘balon meletus’ dan ‘satelit Trans7 mati’ dianggap kontroversial karena perbedaan situasi ketika bit tersebut disampaikan, terutama di dalam dan di luar radar penyiaran. Sementara itu, Pandji menekankan mitos yang beredar di masyarakat mengenai agenda media. Hari ini, televisi masih cenderung menjunjung tinggi nilai rating demi keuntungan sekaligus menjadi alat mendukung hegemoni.

Referensi: 61 (1992-2018)