

Konsumsi tayangan televisi berlatar belakang budaya lokal dalam proses konstruksi identitas etnis: kasus remaja Betawi di Jakarta Selatan

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Abstrak

This research intends to prove that globalization is not always related to homogenization process. For such a purpose this research described how Betawi youngsters construct their ethnis identity and how they consume Betawi cultural television program in the constructuin of their ethnis identity. As a constructuinist, the resercher used case study with multi level analysis design. The results suggest that on a one side among cases studied their characteristics as orang Betawi can still be seen, but on the other side, their ethic identity is weekened while a new ethnis identity is formed.