

Upaya Media Memanfaatkan Popularitas Tokoh Agama dalam Pengemasan Program Talk Show (Analisis Wacana Kritis pada Program "Ada Aa Gym" Versi Politik Periode 8 Maret - 27 September di RCTI) = The Media's Efforts in Using Popularity of Religious Figure for Packaging a Talk Show (Critical Discourse Analysis in a TV Show "Ada Aa Gym" [Political Version] Session 8 March — 27 September 2004 in RCTI)

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Abstrak

Berkaitan dengan pelaksanaan Pemilu 2004, RCTI menggunakan Aa Gym sebagai presenter talk show politik berjudul "Ada Aa Gym". Pemanfaatan Aa Gym dalam sebuah talk show politik memang bisa membawa dampak positif. Keberadaannya yang cukup dikenal oleh masyarakat dan bahasanya yang membumi bisa menjadi sarana efektif dalam pendidikan politik pada masa itu. Namun, apakah pemilihan Aa Gym dalam program tersebut murni sebagai sarana edukasi bagi masyarakat untuk pendidikan politik? Atau Aa Gym hanya dimanfaatkan untuk kepentingan industri agar program tersebut mampu meraih rating tinggi? Penelitian ini ditujukan untuk mengkaji hal tersebut. Dalam studi ini penulis menggunakan metode Critical Discourse Analysis (CDA) model Norman Fairclough. Analisis ini menekankan pada konsep Communicative Events dan Order of Discourse yang akan dijalankan dengan menghubungkan tiga dimensi yang ada dalam communicative events, yaitu: teks, praktek wacana (discourse practice), dan praktek sosiokultural (sociocultural practice). Unit observasi penelitian ini adalah 2 episode Program "Ada Aa Gym" yang dipergunakan sebagai sampel. Pada level teks, peneliti menggunakan metode framing model Gamson dan Modigliani. Hasil kajian dari metodologi tersebut kemudian dikaitkan dengan beberapa teori antara lain: Wacana dan Ideologi, Politik Ekonomi Media, Teori Isi Media, Fungsi Sosial Media, Realitas Media, serta Teori Media Massa dalam Komunikasi Politik. Hasil penelitian mengungkapkan bahwa pemanfaatan Aa Gym sebagai tokoh agama oleh industri media tidak hanya menguntungkan satu pihak karena Aa Gym sebagai seorang ulama juga memerlukan media untuk menyampaikan pesan-pesannya. Hal tersebut menunjukkan satu interaksi timbal balik antara seorang tokoh agama sebagai penuntun umat islam dalam menjalankan kehidupan sesuai dengan ajaran agama dan industri media yang memerlukan respon khalayak dalam jumlah besar untuk meraup keuntungan melalui pengiklan.

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In the time when Indonesia held a General Election on 2004, TV stations in this country were competing to produce talk show related to politics and campaign. RCTI was one of them. This national TV station was using a popular Islamic figure to become a host in a political talk show. He was known as Aa Gym and the show called "Ada Aa Gym". Indeed it may bring a positive impact to the audience. His existence was really known by the community. He really knew how to speak to the nation. And we know that Indonesia has the largest Moslem Community in the world. For that reason, he may become an effective means in political education for Indonesian. The question is, did Aa Gym were purely used to educate the community for political education? Or, did Aa Gym become a "product" of TV industry to gain ratings? This research aimed to study those questions. The observation unit of this research is the "Ada Aa Gym" show. Two

episodes of the show were taken as sample. The study is using the Critical Discourse Analysis (CDA) method from Norman Fairclough. CDA stressed on the patterns of access to discourse (order of discourse) and Communicative Events. The Method articulates a three-dimensional framework for studying discourse where the aim is to map three separate forms of analysis onto one another: analysis of language texts, discourse practice, and sociocultural practice. To analyze the text, this research is using a methodology called framing by Gamson and Modigliani. These methodology were afterwards connected with several theories in part: Discourse and Ideology, The Political Economy of The Mass Media, Media Contents, Social Function of the Media, Mass Media and The Construction of Meanings, and Mass Media in Political Communication. This research found that the using of Islamic figure by the media has given advantage for both side. TV Industry needs a charismatic religious figure to gain ratings, while Aa Gym as a Moslem scholar need the media to distribute the message as taught in Islam. It shows a reciprocal interaction between a religious figure as Moslem's guide to live the social life in the way of Islam and the media industry that need public response in large quantities to scoop up the profit through the advertiser.