

Minat penonton terhadap tayangan edukatif = Viewers interest towards educative television programs

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Abstrak

Salah satu fungsi penyiaran yang disebutkan dalam Pedoman Pelaksanaan Penyiaran dan Standar Program Siaran (P3SPS) yang dikeluarkan oleh Komisi Penyiaran Indonesia (KPI) adalah fungsi edukasi. Namun melihat kondisi dan situasi penyiaran di Indonesia saat ini, rasanya fungsi edukasi pada media penyiaran khususnya televisi tidak berjalan dengan baik. Ketersediaan tayangan edukatif sangat sedikit dibandingkan dengan ketersediaan sinetron dan FTV. Ternyata data statistik menyatakan bahwa demand akan tayangan edukatif di televisi (TV) nasional sangat rendah. Melalui penelitian ilmiah ini, penulis terdorong untuk mempelajari lebih lanjut minat masyarakat Indonesia terhadap tayangan edukatif dengan harapan dapat memberikan solusi bagi pembenahan program penyiaran di Indonesia. Penelitian dilakukan dengan pengumpulan data primer melalui survey, kemudian dianalisis dengan menggunakan metode analisis deskriptif. Hasil yang ditemukan adalah bahwa banyak penonton yang mengaku minat namun kenyataannya tidak menonton tayangan edukatif. Keterbatasan pilihan dan kurang baiknya kualitas tayangan edukatif di TV nasional menjadi faktor kuat kurangnya minat masyarakat terhadap tayangan edukatif.

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One of the broadcasting functions mentioned in the Guide for Broadcasting Conducts and Broadcasting Program Standards (P3SPS) - issued by the Indonesian Broadcasting Commission - is education. Observing Indonesia's broadcasting situation nowadays, it seems like this education function is carried out poorly. There is very low availability of educative television (TV) programs compared to the number of soap operas and television dramas. Statistics suggest that the demand for educative programs on Indonesian national TV is also very low. This research is conducted to examine the Indonesian viewers' interests towards educative television programs in the hopes to propose a solution in fixing the flaws of Indonesias broadcasting program. The research is conducted by collecting primary data through survey, which is then analyzed descriptively. The writer's findings suggest that many Indonesian viewers claim that they are interested but the reality is they do not watch edicative programs. The lack of variation and quality of educative programs on national TV is a strong factor of the viewers' lack of interest towrds educative programs.