

## Infotainment dan hegemoni kultur (telaah hegemoni gramsci dalam program infotainment di Pertelevisian Indonesia) = Infotainment and hegemony culture (study hegemony in gramsci infotainment program in television Indonesia)

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### Abstrak

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Maraknya komunitas televisi swasta membawa banyak dampak dalam kehidupan masyarakat, baik positif atau negatif. Kehadiran mereka pun sering menimbulkan pro dan kontra dalam masyarakat. Pada satu sisi masyarakat dipuaskan oleh kehadiran mereka yang menayangkan hiburan dan memberikan informasi, namun di sisi lain mereka pun tidak jarang menuai kecaman dari masyarakat karena tayangan-tayangan mereka yang kurang bisa diterima oleh masyarakat ataupun individu-individu tertentu. Selain itu, dunia televisi (TV) sekarang ini berkembang menjadi industri budaya, alhasil televisi harus menghadapi pangsa pasar yang tercipta. Dalam era kapitalis, pasar menuntut adanya komoditi yang bisa dipertukarkan, alias diperjualbelikan. Menjamurnya program favorit pemirsa, yaitu infotainment, menjadi suatu hegemoni di pertelevisian Indonesia. Stasiun TV mengikuti selera pasar agar mampu meraup keuntungan yang berlipat, sehingga terkadang media TV tidak memikirkan apakah adanya manfaat dari konten program yang ditayangkan. Entertainment adalah kata dasar dari infotainment, namun apakah berita sensasi seperti misalnya kawin cerai seorang artis, perselingkuhan, dll, merupakan suatu hiburan bagi masyarakat? Informasi atau gosip dikemas sedemikian rupa untuk meningkatkan atau mempertahankan peringkat rating.

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The number of community private television carry much impact on people lives either positive or negative. Their presence is often give rise to the pros and cons in the community .On one side of the community slaked by the presence of those who showed entertainment and give information , but in the other hand they are not uncommon reaped criticism from the community because of their program that is less acceptable by the community or particular individuals. The televisi (TV) industry right now it develops into cultural industries, as a result of market share have to face television created. In the era of capitalist, market demand a commodity that can be exchanged. Wide spread of viewers favorite program, namely infotainment, eventually become a television hegemony in indonesia. Following a tv station market in order to gain the advantage that strong, and sometimes it does not consider the tv the benefit of the program aired. Entertainment is the word the basis of infotainment, but whether the news the sensation of an artist such as divorce, affair, is an entertainment for the community? Information or gossip packed in such a way to improve or maintain the ratings rank ., The number of community private television carry much impact on people lives either positive or negative. Their presence is often give rise to the pros and cons in the community .On one side of the community slaked by the presence of those who showed entertainment and give information , but in the other hand they are not uncommon reaped criticism from the community because of their program that is less acceptable by the community or particular individuals. The televisi (TV) industry right now it develops into cultural industries, as a result of market share have to face television created. In the era of capitalist, market demand a commodity that can be exchanged. Wide spread of viewers favorite program, namely

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