

Penerapan strategi spin-off dan analisis keberhasilan program reality show Korea (studi kasus terhadap program TV New Journey to the West 4, Kang s Kitchen dan Youth Over Flower : Winner) = The Implementation of spin-off strategy and the successful analysis of Korean reality TV program (case study for New Journey to The West 4, Kang s Kitchen and Youth Over Flower : Winner)

Sugita Lestari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20481033&lokasi=lokal>

Abstrak

ABSTRAK

Strategi spin-off memang sudah lama dilakukan oleh praktisi TV dalam memperpanjang popularitas dari sebuah program drama TV dengan tujuan untuk mempertahankan penonton setia. Strategi ini biasa digunakan untuk program drama TV yang berada pada slot prime-time. Penerapan strategi spin-off pada program reality show masih dikenal baru, tidak banyak program reality show menggunakan strategi ini. Artikel ini membahas penerapan strategi spin-off pada program reality show. Penelitian ini dibatasi pada program reality show Korea New Journey to The West 4 beserta program TV spin-offnya Youth Over Flower: Winner dan Kang s Kitchen. Dengan menggunakan metode kualitatif interpretif dan teknik studi dokumen serta wawancara mendalam kepada penonton ketiga program TV tersebut, penelitian ini memaparkan bagaimana sebuah program TV spin-off dapat meraih keberhasilannya serta memaparkan sikap penonton terhadap ketiga program TV tersebut. Melalui analisis elemen keberhasilan program TV oleh Perebinosoff, P., Gross, B., & Gross, L. S. (2002) dan Morissan (2011) dan elemen keberhasilan program TV spin-off oleh Kilian & Schwarz (2013), ditemukan bahwa motivasi utama penonton dalam menonton program TV spin-off adalah karena mereka telah terpapar oleh cuplikan atau teaser program melalui program TV utama, penonton lebih menyukai program TV utama dibandingkan dengan program TV spin-off karena penonton merasa ekspektasi mereka kurang terpenuhi oleh program TV spin-off.

<hr>

ABSTRACT

The implementation of Spin-off strategy has been long done by TV programming to extend the popularity of a program and maintain the loyal audiences. This strategy always used by a prime-time TV Drama. The implementation of this strategy for a reality TV is still new, theres not many reality TV using this strategy. This article discusses about how the spin-off strategy is implemented in a reality TV program. This study is limited to a Korean reality TV program New Journey to The West 4 and its spin-off Youth Over Flower: Winner and Kangs Kitchen. Using qualitative-interpretive approach and literature study and interview to some audiences, this study explains how a TV spin-off could achieve its successful and also explains the feedback from audiences toward these three programs. Through the analysis of the element of success for a TV program and the element of success for TV spin-off, it is found that the main reason to watch a spin-off is because audiences have been introduced by teaser in parent program, audiences much prefer the parent program rather than its spin-off because they expectation cant be fulfill by TV spin-off.