

## Literasi media dalam menghadapi hiperrealitas televisi = Media literacy in facing of hiperreality television / Rina Nur Afa Arifin

Rina Nur Afa Arifin, author

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### Abstrak

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Perkembangan industri televisi di era reformasi telah menelurkan beragamnya program televisi yang siap menghibur khalayak. Sayangnya program program televisi saat ini didominasi oleh tayangan yang tidak mendidik berlebihan dan menimbulkan kondisi hiperrealitas bagi khalayak. Dampak buruk dari media televisi tersebut seharusnya dapat diimbangi dengan kemampuan khalayak dalam memahami isi media siapa dalang dibalik terciptanya produk media sehingga khalayak tidak begitu saja terjebak dalam realitas semu televisi. Kemampuan khalayak tersebut dapat dimiliki dengan mempelajari literasi media.

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The development of the television industry in the reform era has spawned various television programs that are ready to entertain audiences. Unfortunately the television programs currently dominated by uneducative excessive and created the hiperreality conditions for the audience. Negative effects from the television media should be balanced with the public's ability to understand media contents and who are people that create the program behind the media products so that the audience does not just get stuck in a pseudo reality television. The ability of the audience can be owned by studying media literacy.