

## ABSTRACT

Bukan Sekedar Wayang is a television program that lifting the reservation of puppet show. The uniqueness of Bukan Sekdear Wayang combines Traditional element of the puppet show with modern elements which is currently growing in Indonesia, but did not leave the traditional elements of a puppet show itself. The television show was broadcast cultural innovation puppet show that could attract the attention of the audience. Perception generated each audience is different in terms of sensation, attention, and interpretation. The background of this research relates to the perception of the audience Bukan Sekedar Wayang in the preservation of culture. The purpose of this study to determine the sensation, attention, and interpretation of the television audiences Bukan Sekedar Wayang Net TV in the preservation of cultural puppet show. This research method is included in qualitative methods that attempt to describe a social phenomenon that occurs in Impressions Bukan Sekedar Wayang through data collection. The sampling technique used is purposive sampling. Data collection techniques used were face to face interviews and direct observation. To measure the validity of data used triangulation of sources. The results showed the audience in response impressions Perception Bukan Sekedar Wayang is preserve the culture puppet show by displaying characteristic wooden puppets. Sensation in terms of hearing and eyesight are using modern music and characters that are already developed. Attention audience based on internal factor is the factor of socio-cultural, psychological, and biological. Attention audience due to the intensity of the stimuli and novelty. Interpretation of the audience Bukan Sekedar Wayang about the cultural preserve puppet show by displaying characteristic wooden puppets.

Keywords: Television Program, Perception, Qualitative Descriptive