

ABSTRACT

***Abstract:** Mass media as an extension of the communicator has an important function in society. Aside from being a source of information and education, mass media is also a mainstay entertainment center that is easy to reach. The ease of which then makes the information needs of the audience will increase, and make the perpetrators of the mass media meets the needs of the audience, especially for the most popular mass medium, television. Currently, there are 10 private television stations that have colored the Indonesian television. SCTV, RCTI, and Indosiar are television stations with the highest rating and share. This study uses content analysis to analyze the programs contained in the three television stations based on television functions: to convey information (to inform), educational (to educate), entertaining (to entertain), and affect (to persuade). From the total 343 programs in SCTV, RCTI, and Indosiar, it turns out entertainment programs are programs that the most numerous, followed by information programs, influence programs, and, in the last place, educational program.*

***Keywords:** Content Analysis, Television Program, Private Television Station.*