

# CONTENT ANALYSIS OF NATIONAL PRIVATE TELEVISION PROGRAMS

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**Abstract:** Mass media as an extension of the communicator has an important function in society. Aside from being a channel 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, affect programs, and, in the last place, educational program.

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

## Preliminary

Television has a very important function in society. Aside from being a channel of information and education, mass media is also a mainstay as an entertainment center which is currently 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. Television which has the same function with other functions of the mass media, which inform, educate, entertain, and persuade<sup>[1]</sup> is a modern electronic mass media that is very effective because it contains information that is much larger than in other media, such as print media and radio<sup>[2]</sup>, because it combines both audio and visual elements that make the message more easily understood by the television audience. Audience actively choose the most television channels which are considered to be able to fill their needs. To identify whether a television station has a lot of viewers are using the rating and share. In Indonesia, the three stations which have the highest rating are SCTV, RCTI, and Indosiar as seen in Table 1 that the authors obtained from ANTV's company data.

SHARE SUMMARY WEEK 1433							
5+ ABCD							
ISO Week	1432		1431		CHANGE		POSITION
Channel\Variable	TVR	Share	TVR	Share	TVR	Share	THIS WEEK
SCTV	1,8	16,8	2,0	18,1	-0,2	-1,3	1
RCTI	1,5	13,9	1,6	14,6	-0,1	-0,7	2
IVM	1,3	11,5	1,2	10,3	0,1	1,2	3
ANTV	1,2	11,3	1,2	11,2	0,0	0,1	4
MNCTV	0,9	8,3	0,9	7,7	0,0	0,6	5
TRANS7	0,9	7,9	0,8	7,4	0,1	0,5	6
TRANS	0,8	7,6	1,0	9,3	-0,2	-1,7	7
GTV	0,7	6,1	0,6	5,4	0,1	0,7	8
TVONE	0,7	5,9	0,6	5,7	0,1	0,2	9
METRO	0,4	3,4	0,4	3,4	0,0	0,0	10
<b>Total TV</b>	<b>11,0</b>		<b>11,2</b>				

Table 1. Acquisition rating and share week 1433 (10-16 August 2014)

Television that has a high rating and share often tend to not pay attention the content of programs broadcast, and solely to obtain profit. Therefore, this study was made to analyze the content of the programs in the three national private television stations with the highest rating based on the television functions: to inform, educate, entertain, and influence.

### **Rating and Share**

One popular way to tell if a television program preferred by the public is to use the Television Audience Measurement (TAM), which is a branch of media research that devoted to quantify (size) and qualify (characteristics) information about the television audience in detail.<sup>[3]</sup> From TAM method, then we can obtained rating and share of a television program. The rating is the average percentage of the population who watch a television channel within a certain time period.<sup>[4]</sup> While the definition of a share is the amount of watching in certain populations, both families and individuals who watch certain programs or television station in a certain time interval illustrated by the percentage of the total television audience in that certain time interval.<sup>[5]</sup>

### **Function of Television**

The function of television is generally the same as the other mass media functions<sup>[1]</sup>, which is to inform, educate, entertain, and persuade. Providing information (to inform) means, television gives information about events that occur in all parts of the world, ideas or thoughts of others, what do or spoken or seen by others; educate (to educate) means, television provide teaching about values, ethics, and the rules that apply in the society. This education can be int the form of direct teaching about a given topic or also indicated indirectly by visualized with examples of behavior. Entertaining (to entertain), has goal that is none other than to reduce the tension audiences mind. Entertaining programs, tend to be mild and cause a pleasant feeling. Affect (to influence) that has a very close relation to persuading can come in the form of confirmed or reinforce attitudes, beliefs, or values of the person; changing attitudes, beliefs or values of a person; make someone to do something; and introduce ethics or offer particular value system.

### **Research Methods**

The research method used in this research is quantitative content analysis method. Walizer and Wienir in Wimmer and Dominick<sup>[4]</sup> defines the statistical content analysis as a systematic procedure that aims to examine the content of recorded information. Eriyanto<sup>[5]</sup> defines the quantitative content analysis as a technique of scientific research aimed to describe the characteristics of the content and draw inferences from the contents, intended to identify systematically the content of visible communications (manifest), and done objectively, valid, reliable, and can be replicated.

This study used a coding sheet instruments are coded by giving the number of indicator points 1, 2, 3, or 4 are contained in the respective characteristics and calculate the percentage content of the message. There are four points of the indicators in each of the characteristics of the message content, namely:

1) Characteristics 1 (convey information), with indicator points:

1. Programs that increase knowledge. Which means, the program provides information about events and conditions related to the proximate environment, community, and the world. The program gives new things, as well as add unknown information to the viewer.
2. Program as supervision. Programs to inform and warn the public of the effects or hazards that may occur.
3. The program increases the critical thinking. Which means to help the audience to sharpen reasoning thinking, concerned with the condition around.
4. In accordance with the facts and does not exaggerate the facts. That is, the program does not dramatize and avoid depictions that do not correspond to reality, and separating fact from opinion.

2) Characteristics 2 (educate), with indicator points:

1. Fill in the broadcast is an order of cultural values received by the people of Indonesia, and relates to activities in the community, at least not to be in harmony with the course of action that exist in society.
2. Each program shall be made to the direction and specific goals, such as having a function as increase national awareness of citizens (social awareness), a national modernization, convey new information about education for all people with the same content to a national scale.
3. Fill the broadcast provides a model of good behavior, non-violence, non-pornography, child-friendly, environmentally friendly, no gender bias, and raised important issues (public interest).
4. Having the moral teaching behind each episode, both shown indirectly or directly described at the end of the episode that a character has to understand the teaching / certain understanding.

3) Characteristics 3 (entertaining), the indicator points:

1. Fill broadcasts tend to be mild.
2. Creates a pleasant feeling while watching it.
3. Exciting audience through imaging (depiction appearance) of the fortune or misfortune of others, all kinds of games, athletic or not, competitive or not, which is watched by spectators and displayed alone (without an audience).
4. The program does not lead to boredom when viewing.

4) Characteristics 4 (influence), the indicator points:

1. Fill establish or strengthen programs attitudes, beliefs, or values of the person.
2. Fill in the program to change attitudes, beliefs or values of a person.
3. Fill in the program to move someone to do something.
4. Fill introduce ethics program or offer a particular value system.

Coding process is carried out by two coder who has met certain conditions, which have received a course of Basic Broadcasting, Broadcast Program Management, Media Research, Production of Television Programs, with a value of at least A-. The coder in accordance with these criteria in addition to the researcher herself is Bimo S. Hutomo, broadcasting student class of 2010 Telkom University.

### **Research Object**

The object of this research are all programs in three national private television station that has the highest rating, ie, SCTV, RCTI, and Indosiar that aired in the week-1433 (10-16 August 2014).

### **Population and Sample**

The population in this study is that the entire program of national private television stations. Referring to Law No. 32 of 2002 on Broadcasting Part Five and Part Nine, which belong to the private television station with national coverage area of the broadcast in Indonesia are SCTV, RCTI, Indosiar, quiz, MNCTV, Trans7, TranasTV, GlobalTV, AFP, and Metro.

The sample is taken using purposive sampling technique (purposive sampling) which belong to the non-random sampling techniques or non-probability sampling. Upon consideration of rating and share, then, the sample in this study is that the entire program contained in SCTV, RCTI, and Indosiar because the three television stations were ranked as the three top rating and the acquisition of shares in the week of 1433 (10-16 August 2014 ), which in that period of time broadcast television programs is considered normal and there are no special programs. The number of programs that aired in during the week 1433 are 67 programs in RCTI, 57 programs in SCTV, and 61 programs in Indosiar. Thus, the sample in this study amounted to 185.

**Research Result**

Of the 423 programs that aired on SCTV, RCTI, and Indosiar for one week into 1433, there are 147 programs that aired on SCTV, with a percentage of 22.05% for program information, educational programs of 5.92%, 68.49% entertainment programs, and 3.6% affectation program.

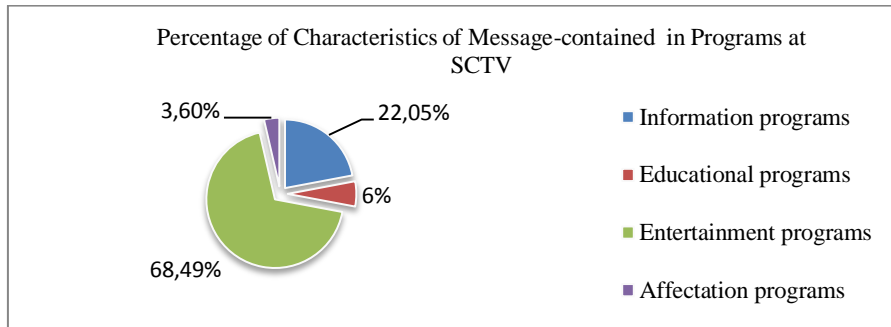


Figure 1. Percentage of Characteristics of Message-contained in Program at SCTV Diagram

Then for RCTI, of 149 programs that aired for one week program information contained 19.79%, 5.29% educational programs, entertainment programs 72.7%, and 2.22% influence program.

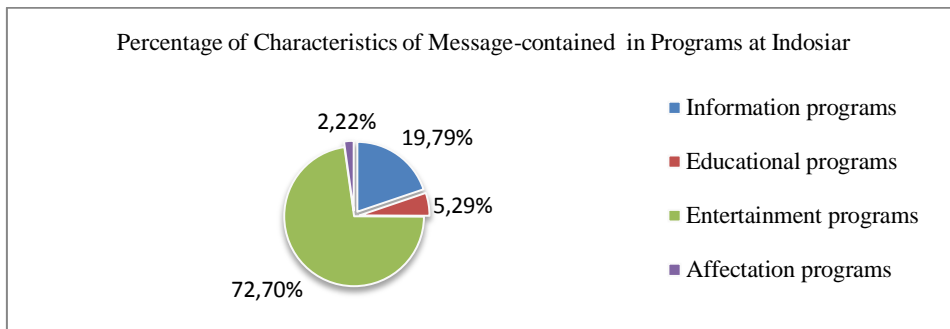


Figure 2. Percentage of Characteristics of Message-contained in Program at RCTI Diagram

Meanwhile, in Indosiar, of the 127 programs that aired during the week, there are 27.52% information programs, 4.69% education program, 60% entertainment programs, and 7.82% influence program.

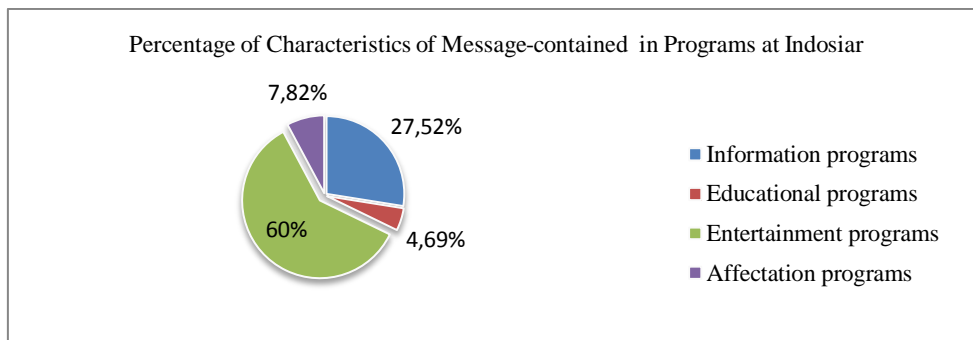


Figure 3. Percentage of Characteristics of Message-contained in Program at Indosiar Diagram

When all three television stations were compared, for the category of program information, it can be described as follows.

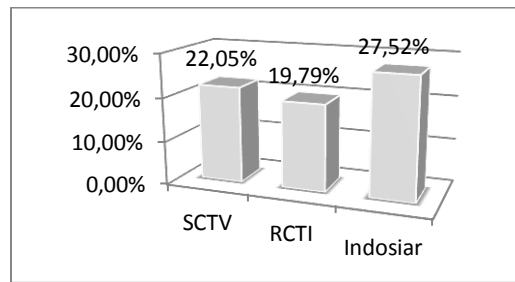


Figure 4. Diagram Percentage Informative Program on SCTV, RCTI, and Indosiar.

Seen from the diagram above, Indosiar have the most information programs with a percentage of 27.52%, followed by SCTV with a percentage of 22.05%, then RCTI with a percentage of 19.79%. Then, for educational programs, SCTV has the highest educational programs with the largest percentage at 5.92%, followed by RCTI with a percentage of 5.29%, and the last Indosiar that has at least an educational program with pesentase of 4.69%.

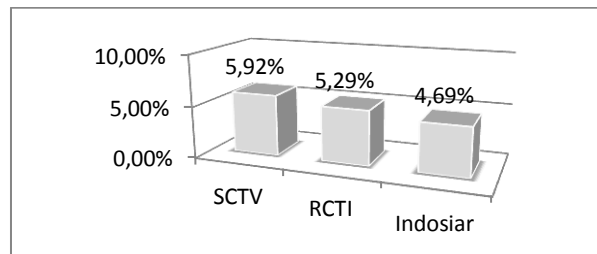


Figure 5. Diagram Percentage of Educational Program on SCTV, RCTI, and Indosiar.

As for entertaining programs, RCTI has an entertainment program at most with a percentage of 59.7%, followed by SCTV with a percentage of 57.1%, then Indosiar with a percentage of 49.6%.

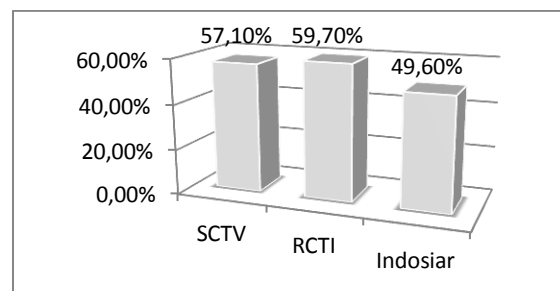


Figure 6. Diagram Percentage entertaining program on SCTV, RCTI, and Indosiar.

Then, to influence program, Indosiar have the most influence program which amounted to 10.6%, compared with SCTV only by 4.8%, and RCTI which only amounted to 0.70%.

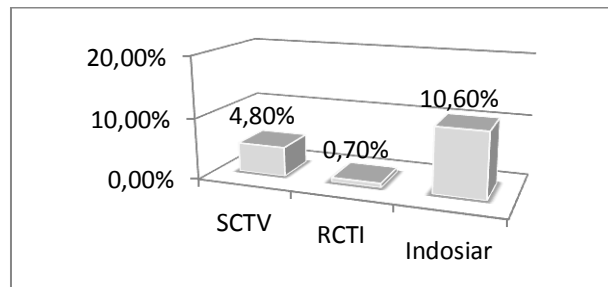


Figure 7. Diagram Percentage Influence Program on SCTV, RCTI, and Indosiar.

### Conclusions and Suggestions

From the research result that has been processed and analyzed, the researchers conclude that there are 423 programs that aired on SCTV, RCTI, and Indosiar for seven days, in the period of week 1433 (10-16 August 2014), which is dominated by entertainment program.

On SCTV, of 147 programs that aired during the period 10 to 16 August 2014, there is the percentage of 22.05% for program information, educational programs of 5.92%, 68.49% entertainment program, and 3.6% influence program. Then, on RCTI, of 149 programs that aired during the period 10-16 August 2014, there were 19.79% information programs, educational programs 5.29%, 72.7% entertainment program, and 2.22% influence program. While in Indosiar, of 127 programs that aired during the period 10-16 August 2014, there were 27.52% information programs, 4.69% education program, 60% entertainment programs, and 7.82% influence program. Entertaining program is a program of the most dominating, while educational program is a program that has the smallest percentage.

Informative programs that get the highest rating is program *Liputan 6 Terkini* on SCTV on Friday, August 15, 2014 which airs at 11:02 until 11:09 with a total rating of 2.1 with a share of 20.1. Educational programs that earn the highest rating of all programs aired in the week 1433 is movie drama *Bangun Lagi Dong Lupus* which aired on RCTI Tuesday, August 12, 2014 at 14:02 until 16:25 with a total rating of 1.6 and a share of 14, 5. As for the entertainment program, which gets the highest rating is sport program *Hassanal Bolkiah Trophy (HBT): Indonesia vs Brunei Darussalam* on SCTV that aired on Monday August 11, 2014 at 18:32 until 21:24 pm, with a total rating of 5, 2 and a share of 21.5. and then the influence program that has the highest rating is a lectures and religious dialogue program *Mamah dan Aa' Beraksi* on Indosiar that aired on Tuesday, August 12, 2014 at 05:56 until 07:23 with total rating of 1.1 and a share of 13.6.

From the entire of 423 program that aired during the period 10-16 August 2014, sport events program *Hassanal Bolkiah Trophy soccer (HBT): Indonesia vs Brunei Darussalam* has the highest rating that with the rating of 5.2 and a share of 21.5. It is also found that most of the programs that aired in prime time at around 18:30 until 23:00, are entertainment programs. It can be concluded that the television station that has the highest rating and share, or in other words the most preferred by the audience, is a television station that has a lot of entertainment programs.

Although the educational program is still not as attractive as other entertainment programs, but at least some scientific programs can be inserted at least a few minutes each day. Especially in the hours when children watch television, like in the morning before going to school, and the afternoon or evening after the kids come home from school because the children are still not able to filter on programs they watch. Then for the next study, it is expected to be better and thorough, not only to analyze the contents of the highest rated television station, but the whole program in the entire national private television stations, by using more coder and not just from among students but also from the television practitioners.

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