

**CONTENT ANALYSIS ON NATIONAL PRIVATE TELEVISION'S EDUTAINMENT
PROGRAM**

*(Content Analysis On Program in SCTV, RCTI and Indosiar period of 5th to 11th January
2015)*

Abstract:

The mass media as an extension of the communicator has an important function in society. Aside from being a channel of information and education, the mass media is also a mainstay of the entertainment center which is easy to reach. The easiness then escalate the increase of audience information needs, and make the mass media executants meet the needs of the audience, especially for the most popular mass media such as television. Currently, there are 10 private television stations that has colored the industries in Indonesia. SCTV, RCTI and Indosiar are television stations with the highest rating and share. This study uses content analysis to analyze the content of the programs contained in these three television stations based on edutainment element which is to increase knowledge, take a positive attitude, adjust social norms, and change behavior. Edutainment is one form of media that is packed with entertain nuances and educate as well as easily digested by the public. Of the total 276 programs on SCTV, RCTI and Indosiar, edutainment programs that can change behavior are the best program with its numerous percentage is (87.02%) followed by knowledge program (3.4%), a positive attitude (8.6%) and social norms (0.93%). In this study it was found that the social norm peresentase program is smaller than the others.

Keywords: *Content Analysis, Edutainment, Private Television Stations*