

ABSTRACT

Business competition in the television industry is making TV stations compete to create an exciting new impressions which interest the audience with the purpose to get the highest rating. But due to intense competition, many TV stations are making programs which exclude information and benefits for public audiences. One of the cases that writer chose is a show about Raffi and Nagita's wedding which was broadcasted on Trans TV. At the end of 2014, this broadcast got a warning from KPI as it is considered to have violated article 11 of Pedoman Perilaku Penyiaran dan Standar Program Siaran (P3 SPS). In 2015, Trans TV aired a similar program with the title "Tujuh Bulanan Raffi-Nagita". The purpose of this research is to determine how the Article 11, paragraphs 1 and 2 is being applied to the program correspond with Raffi-Nagita on Trans TV. This research uses constructivism paradigm, with case study method and descriptive qualitative approach. The result of this research is the broadcast of Raffi-Nagita in Trans TV has violated Article 11 paragraph 1 and 2 due to the excessive duration of the show and considered having no benefit to the public interest. Therefore the public frequency has been misused. In addition, neutrality displayed in the content of the broadcast is also against the rules because there are still elements of set-up inside.

Keywords: Television Program