

ABSTRACT

Television is one of the most effective mass media for delivering messages or information. Television has a program, the program is a television show, television program is divided into news programs and non-news. One of the bestselling television programs in the community is reality show. Reality Show often contains a commodification. Commodification is the process of converting the value to be an exchange rate. One of the most frequent commodifications is a privacy commodification. A program can be classified into privacy commodification if it shows someone's privacy to the audiences. A TV Program in TransTV Channel called "Katakan Putus" can be classified as one. In this study, one of their episodes "PerjuanganKu untuk Ibu yang Ku Sayang" became the object of analysis. This study aims to find out how the commodification of content privacy is represented in the "Katakan Putus" program in the episode of "PerjuanganKu untuk Ibu yang Ku Sayang". To achieve the objectives of the study, researcher used qualitative methods with the critical paradigm and semiotic analysis of John Fiske. The results of this study shows that on the "Katakan Putus" program the episode of "PerjuanganKu untuk Ibu yang Ku Sayang" contains an intentional commodification of privacy, exposed through dialogue and gestures among players in this episode.

Keywords: Commodification, Reality Show, Semiotics