

ABSTRACT

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2021

Reality Show As Reflection Content Dramatization Middle-Lower Civilization

Skripsi/TA: *Visual Art Program Study Creative Industry Faculty Telkom University*

Television (TV) has become one of the most massive technological developments in society, with a variety of programs that can present a special experience for the audience. However, TV, which should be a medium for relevant information, becomes irrelevant because it is covered in programs that prioritize ratings alone. This rating measurement is based on the time spent watching an event, in the information age known as the attention economy. The emotional aspect is an important factor in getting a good rating, one of the programs is a reality show or reality show. By presenting a reality-based story, attracting community empathy, and making people bond with this pseudo-reality. The real reality is then turned into a commodity, content that is made as attractive as possible by exaggerating a situation that is normal and can be found in everyday life. Interestingly, even though it is recognized as artificial content, people still watch it. When the storyline happens as they expected, they ignore the real reality and run to the hope of the reality show. Reality shows then seemed to be an escape from what they did not achieve in real life. By using real realities in everyday life, the author wishes to raise awareness of this issue. The author conveys it through a hyperbole parody with video as the medium, making the author's version of the reality show content. Then it is presented with TV and objects that support the representation of "pseudo space" for the lower middle class which is the main commodity of reality shows in the author's installation works.

Keyword: *TV, attention economy, reality show, middle-lower civilization, video art, installation art*