

KEPUASAN PEMIRSA TERHADAP PROGRAM ACARA YANG DITAYANGKAN STASIUN TELEVISI TVPLUS DI KOTA BOGOR

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan bagaimana kepuasan pemirsa terhadap program acara televisi TVPlus di Kota Bogor. TVPlus adalah satu-satunya stasiun televisi yang mengudara di lima wilayah, yaitu Jakarta, Bekasi, Depok, Bogor, dan Tangerang. Stasiun televisi ini memiliki banyak program baru dan belum pernah melakukan rating secara resmi. Fokusnya pada televisi keluarga dan baru mengudara sejak Maret lalu. Karena itu peneliti tertarik untuk melakukan penelitian tentang bagaimana kepuasan pemirsa terhadap program acara televisi TVPlus di Kota Bogor.

Penelitian ini menggunakan teori Uses and Gratification dengan membandingkan antara item *Gratification Sought* dan *Gratification Obtained*. Jika GO lebih tinggi atau sama dengan GS dapat disimpulkan bahwa pemirsa puas terhadap program acaranya. Indikator di dalam penelitian ini adalah Informasi, Identitas Personal, Hubungan Personal, dan Hiburan. Hasilnya pemirsa di Kota Bogor puas terhadap program acara yang ditayangkan TVPlus. Hasil ini menyatakan ulang bahwa pemirsa memiliki pilihan memilih apa yang dia butuhkan dan inginkan.

Kata kunci: *Uses and Gratification*, TVPlus, Program Televisi

AUDIENCE'S GRATIFICATION IN WATCHING TELEVISION PROGRAM WHICH AIRED BY TVPLUS TELEVISION STATION IN BOGOR CITY

ABSTRACT

This research aim to describe audience's gratification in watching television program which aired by TVPlus television station in Bogor city. TVPlus is just television station which aired in five region, Jakarta, Bekasi, Depok, Bogor, and Tangerang. It has many new programs and until now never do a rating for each program. It focuses on family television and newly aired since March. That is why the writer interested to conduct a research about how the gratification of audience on watching television program which aired by TVPlus television station in Bogor city.

This research applies Uses and Gratification theory, by comparing Gratification Sought and Gratification Obtained. If GO is higher than GS or equal, the audience were considered achieved gratification with the program. The indicators of gratification applied in this research are Information, Personal Identity, Integration, and Social Interaction, and also Diversion. As the result of this research, the audience in Bogor City achieved their satisfaction. This result re-confirms about Uses and Gratification Theory that audience has their own choices to choose what they need and want.

Key: Uses and Gratification, TVPlus, Television Program