

ABSTRAK

Banyaknya ragam hiburan yang ada di televisi membuat para stasiun televisi berlomba membuat konsep hiburan yang variatif. Namun, program YKS Trans TV mendapat beberapa teguran yang dilayangkan oleh Komisi Penyiaran Indonesia (KPI) terkait aturan Pedoman Perilaku Penyiaran (P3) dan Standar Program Siaran (SPS).

Penelitian ini bertujuan untuk menganalisa isi atau adegan yang ada pada program YKS Trans TV episode 9 Desember 2013 dilihat dari Pedoman Perilaku Penyiaran (P3) dan Standar Program Siaran (SPS) mengenai adegan seksual, kekerasan fisik, serta ungkapan kasar dan makian. Penelitian ini menggunakan metode analisis isi deskriptif (*content analysis*) yaitu metode yang meneliti isi komunikasi yang dilakukan secara sistematis, objektif, kuantitatif, valid, dan reliabel.

Hasil Penelitian menunjukkan bahwa persentase tertinggi adalah kategori adegan seksual dengan presentase 36%, kekerasan fisik sebanyak 34%, dan ungkapan kasar dan makian sebanyak 30%. Sedangkan untuk frekuensi adegan dari 50 adegan yang ada pada episode tersebut, didapat adegan seksual sebanyak 19 kali, kekerasan fisik sebanyak 16 kali, dan ungkapan kasar dan makian sebanyak 15 kali.

Hasil Penelitian menunjukkan bahwa program YKS Trans TV belum menerapkan Pedoman Perilaku Penyiaran (P3) dan Standar Program Siaran (SPS) dalam menyajikan tayangan kepada penonton, terutama pada aspek adegan seksual, kekerasan fisik, serta ungkapan kasar dan makian.

Kata Kunci : P3SPS, Program Televisi, Seksual, Kekerasan

ABSTRACT

Countless variety of entertainment on television motivates television stations to compete each other to create the concept of a distinct entertainment. However,

YKS Trans TV Program receives some warnings from Indonesian Broadcasting Commission (KPI) related to the Code of Broadcasting Conduct (P3) and the Broadcasting Program Standards (SPS).

This study aims to analyze the existing contents or scenes on YKS Trans TV program's episode, which aired on December 9, 2013, in the perspective of the Broadcasting Code of Conduct (P3) and the Broadcasting Program Standards (SPS) regarding sexual harassment scenes, physical violences, also coarse and invective expressions. This study uses a descriptive content analysis (content analysis) in which the method examines the content of the communication in a systematic, objective, quantitative, valid, and reliable way.

Results showed that the highest frequency is the category of sexual harassment scenes with the percentages of 36%, followed by physical violences as much as 34%, and coarse and invective expressions with the percentages of 30%. Whereas for the frequency of acts from the 50 acts in the episode, there are 19 acts of sexual harassments, 16 acts of physical violences, and 15 acts of coarse and invective expressions.

The result shows the program, YKS Trans TV, has not complied with Broadcasting Code of Conduct (P3) and Broadcasting Program Standards (SPS) when they serves the entertainment to the audiences, especially in the aspects of sexual harassment scenes, physical violences, also coarse and invective expressions.

Keywords: P3SPS, Television Broadcast, Sexual, Violences