

ABSTRAK

Judul : Analisis Interpretasi Peserta FGD
(*Focus Group Discussion*) dalam Mengevaluasi Isi
Tayangan *Preview* Sinetron “Bawang Putih Berkulit
Merah” di ANTV
Nama : Anissa Aulia
Program Studi : Penyiaran

Penelitian ini berkaitan terhadap riset *non-rating* atau uji coba program (*program testing*) yang menggunakan teknik FGD (*Focus Group Discussion*) untuk mengetahui interpretasi responden sebagai upaya memprediksi keberhasilan program acara pada stasiun televisi. Seperti ANTV yang melibatkan 14 peserta dengan *gender* perempuan rentang usia 25 hingga 45 tahun. Penelitian ini bertujuan untuk mengetahui secara mendalam interpretasi peserta FGD (*Focus Group Discussion*) ANTV dalam memahami evaluasi isi tayangan *preview* sinetron Bawang Putih Berkulit Merah yang menjadi program unggulan ANTV yang memperoleh *rating* dan *share* tertinggi serta mengetahui hambatan yang dihadapi peserta FGD (*Focus Group Discussion*) selama kegiatan *preview* program berlangsung. Penelitian ini menggunakan pendekatan kualitatif dengan teori *cultural studies* berdasarkan pendekatan studi analisis resepsi model *encode-decode* Stuart Hall. Hasil penelitian ini untuk menentukan kategorisasi posisi audiens *dominant reading*, *negotiated reading*, atau *oppositional reading* dan hambatan yang terjadi selama proses FGD (*Focus Group Discussion*) berlangsung.

Kata kunci: studi analisis resepsi, penelitian audiens, *FGD* (*Focus Group Discussion*), Bawang Putih Berkulit Merah

ABSTRACT

Title : Analisis Interpretasi Peserta FGD
(Focus Group Discussion) dalam Mengevaluasi Isi
Tayangan Preview Sinetron “Bawang Putih Berkulit
Merah” di ANTV

Name : Anissa Aulia

Study Program : Broadcasting

This research is related to non-rating research or program testing that uses FGD (Focus Group Discussion) techniques to determine respondents' interpretations as an effort to predict the success of programs on television stations. Such as ANTV which involved 14 participants with female gender ranging in age from 25 to 45 years. This research aims to find out in depth the interpretation of the ANTV FGD (Focus Group Discussion) participants in understanding the evaluation of the content of the preview drama of Bawang Putih Berkulit Merah which is the flagship program of ANTV by obtaining the highest rating and share as well as knowing the obstacles faced by the FGD participants (Focus Group Discussion) during the program preview activity. This research uses a qualitative approach with cultural studies theory based on reception analysis study of Stuart Hall's encode-decode model. The results of this research are to determine the categorization of the audience's position of dominant reading, negotiated reading, or oppositional reading and the obstacles that occur during the FGD (Focus Group Discussion) process.

Key words: reception analysis study, audience research, FGD (Focus Group Discussion), Bawang Putih Berkulit Merah