

ABSTRAK

Penelitian ini membahas mengenai persepsi ibu-ibu anggota Muslimat NU terhadap serial Mahabharata yang ditayangkan di stasiun televisi swasta MNCTV. Latar belakang yang menjadikan tayangan Serial Mahabharata adalah tayangan fenomenal dan kontroversial. Dikatakan fenomenal dilihat dari tayangan tersebut yang dapat mempengaruhi masyarakat Indonesia hingga segala lapisan masyarakatnya membicarakan serial Mahabharata yang mereka tonton.

Jenis penelitian yang digunakan adalah metode kualitatif dengan pendekatan interaksionis. Fokus penelitian ini adalah mengetahui persepsi ibu-ibu anggota pengajian Muslimat NU terhadap Serial Mahabharata di MNCTV. Teknik pengumpulan data yang digunakan yaitu observasi, dokumentasi, wawancara mendalam. Teknik analisis data yang digunakan adalah analisis data model interaktif yang dikembangkan oleh Miles dan Huberman.

Hasil penelitian diperoleh penulis bahwa diketahui bahwa persepsi ibu-ibu anggota pengajian Muslimat NU terhadap Serial Mahabharata di MNCTV, dimana masyarakat merasa sangat mendapatkan informasi serta pengetahuan melalui tayangan Serial Mahabharata diantaranya informasi tentang cerita dalam serial Mahabharata mengenai budaya dan perang Bharatayudha, keuntungan dan kerugian dari menonton serial Mahabharata, merasakan perasaan-perasaan seperti terhibur, terharu, sedih, kagum, marah setelah menonton tayangan serial Mahabharata, nilai-nilai yang terkandung dalam serial Mahabharata.

Kata Kunci: Persepsi, Ibu-ibu Muslimat NU, Serial Mahabharata

ABSTRACT

This study discusses the perception of mothers of Muslimat NU members against the Mahabharata series that aired on MNCTV private television stations. The background that makes the Mahabharata Serial impressions is phenomenal and controversial. It is said phenomenal views of the impressions that can affect the people of Indonesia to all walks of life talk about the series Mahabharata they watch.

The type of research used is qualitative method with interactionist approach. The focus of this research is to know the perceptions of mothers of Muslimat NU members on the Mahabharata Series at MNCTV. Data collection techniques used were observation, documentation, in-depth interviews. Data analysis technique used is interactive data model analysis developed by Miles and Huberman.

The research results obtained by the authors that it is known that the perceptions of mothers of members of the Muslimat NU study of the Mahabharata Series in MNCTV, where people feel very get information and knowledge through the Mahabharata Serial impressions such as information about the story in the Mahabharata series about the culture and war Bharatayudha, the advantages and disadvantages of watching the Mahabharata series, feeling the feelings of being entertained, touched, sad, amazed, angry after watching the Mahabharata series, the values contained in the Mahabharata series.

Keyword: perception, mothers of Muslimat NU, Mahabharata Series