

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY

2.1. Music Television (MTV)

The MTV cable network began broadcasting in 1981. For 24 hours a day it shows a succession of short videos in which rock bands perform a song while walking pompously and gyrating on the screen, or while other performers act out visual fantasies.

MTV became the sensation of cable television, creating a special and enthusiastic audiences. Soon, any rock band that made a recording almost automatically had to tape a music video of it and try to place the video on MTV.

By 1984, it was serving more than 15 million households through 1,700 local cable services. This means about 20 percent of American households, and the number was going up rapidly. To assure a constant flow of new videos, MTV signed contracts with five major record companies under which these companies gave rock-video clips to MTV for exclusive play for 30 to 60 days before they were released to other TV music programs (Agee, et al, 1986: 329).

2.1.1. MTV Southeast Asia

2.1.1.1. General Characteristics

Music Television Southeast Asia or even better know as MTV SEA which becomes the object of the research in this paper was established in 1995. MTV intends to provide 24 hours of music performance to its audiences. MTV SEA as one of MTV

Network was established by Viacom a division of MTV Network. In Indonesia MTV SEA can be watched through ANTV since May 5th 1995. ANTV is one of TV stations which gives large portion on sports and music. For music program, ANTV has a connection with MTV. ANTV broadcasts MTV music program about 6.5 hours a day, which is divided into three sessions, each session lasts for two hours (morning, afternoon, and night).

From a survey conducted by AC Nielsen Media Snapshot in 1997, MTV SEA can be viewed by nearly sixteen million households in Indonesia via ANTV and cable/satellite TV (Tempo, January 3-9, 2000: 34).

MTV SEA is located in Robinson Road, Singapore. While ANTV is situated in Mulia Centre building in Kuningan South Jakarta. ANTV station uses UHF wave.

Since the main program of MTV is music, MTV is aimed straight at the under-25 aged audience, which is as the same as ANTV which specialized its programs for audience between 16-35. ANTV focuses on sport, music, and news programs.

2.1.1.2. Segment of Viewers

According to Barry L. Sherman and Joseph R. Dominick, two University of Georgia telecommunications faculty members who had done a research of a detailed analysis of music videos on MTV from a visual point of view, target audiences of MTV consisting of young people of 12 to 24 years old (Agee et al, 1986: 347)

Melvin DeFleur also states that at present, music video is viewed mainly during prime time hours by a relatively young audience (DeFleur, 1985:550)

On the report of AC Nielsen Peoplemeter in August 1999 and AMI Asiabus in July/August 1999, eight from ten audience of 15-34 years old are watching MTV

SEA-- the most favourite music channel in Indonesia -- per month. And a survey conducted by AMI PAX in 1999 reveals that one from two adult people who has gained an established life (with an income more than seven million rupiahs per month) are watching MTV in the last 30 days (Tempo, January 3-9, 2000: 34).

2.1.1.3. Broadcasting-hour and Routine Programs

MTV SEA has many kinds of programs which are broadcasted regularly (daily or weekly) seven days a week, from Monday to Sunday. It has 24 hours per day for presenting the programs .

MTV SEA routine programs in a week that are going to be listed below are programs that can be viewed through ANTV and which are presented by Indonesian VJs. ANTV has about 6.5 hours per day for presenting MTV SEA programs. MTV SEA which is available in ANTV is a free-to-air terrestrial channel, available everyday on channel 11.

Here are the list of MTV SEA programs that are also broadcasted by one of Indonesia television stations, ANTV, taken from MTV Asia home page at <http://www.mtvasia.com>:

1. MTV Land

MTV Land plays predominantly Indonesian music videos with just a few international clips thrown in for good measure. If viewers stay long enough, they might even pick up a few local slangs and snippets of Indonesian news from the two VJs.

- Hosted by: Sarah Sechan and Jamie Aditya.

2. MTV Most Wanted

In this show, viewers are able to get all their favourite music videos. This program is put together with viewers help by sending in their requests and dedications by phone, fax, or post, or via the Internet.

- Hosted by: Sarah Sechan, Jamie Aditya, Donita Rose, and Sonia Couling

3. MTV Wow

MTV Wow will surely keep the views entertained as VJ Alex switches his identity easily from pirate, gypsy, and vampire, to that of a raving lunatic, which makes MTV Wow is chockfull of surprises.

The show also features the best of Indonesian and international artists. Viewers can catch Alex interviewing international artists when they hit the shores of Indonesia.

- Hosted by: Alex Abbad and Shanti.

4. MTV 100% Indonesia

100% Indonesia is a pure blend of all things Indonesian. In its new format, the program features segments like "Rumpian" which brings viewers showbiz gossip, and "Apaan Sih" where viewers get information on the latest fashion, music, albums, or just about anything new.

There is also the "Baru Nih" segment, where Alex interviews local artists on their latest album releases or music videos, and the "Gratisan" segment which features a weekly quiz where viewers stand a chance to win MTV goodies bag if they write in with the right answers.

- Hosted by: Alex Abbad

5. MTV Ampuh

In this show, the host, VJ Sarah, would count down the 10 most popular Indonesian music videos. Record sales, radio airplay, and MTV request from Indonesia are compiled to determine who's going to be at the top of the charts every week.

- Hosted by: Sarah Sechan

6. Getar Cinta (Love Vibrations)

In this program viewers are able to get some love advice and their horoscope for the day from VJ Sarah. Getar Cinta is also featuring music videos from various artists. VJ Sarah would read (and rate) viewers problem letters. She also gives her "enlightening" observations and tips on how to succeed in love.

- Hosted by: Sarah Sechan

7. MTV Non-Stop Hits

This program is a dazzling feast for the eyes, and a treat for the ears too. Viewers can watch MTV VJs, pop in and out with music and entertainment trivia and facts.

- Hosted by: Sarah Sechan, Jamie Aditya, Donita Rose, and Sonia Couling

8. MTV Screen

This show is about the newest movies to hit the big screen in the coming week. VJ Jamie would host every week as he reviews two new Hollywood releases and gives them the thumb ups or downs.

- Hosted by: Jamie Aditya

9. MTV Fresh

The show is hosted by VJ Sarah and VJ Donita on alternate weeks. Viewers can get a first glimpse of the newest, hottest bands seen in the Asian and international music arenas today. The range of musical genres spans pop, R&B, alternative, and rock.

- Hosted by: Sarah Sechan and Donita Rose

10. MTV Salam Dangdut

This is MTV's first foray into the exciting world of Dangdut, a popular form of Indonesian/Malay music. VJ Jamie would introduce the most happening clips culled from the Dangdut world.

- Hosted by: Jamie Aditya

11. MTV Kampus

MTV Kampus is a weekly half-hour show that bring viewers into the lives of students in Indonesia. It will take a light-hearted and refreshing look at all aspects of Indonesian school life.

This program has three segments: "B'gaul", "Kongkow", and "Ubek-ubek".

- Hosted by: Alex Abbad, Shanti, and Early.

12. Classic MTV

VJ Sarah hosts the program on alternate weeks, offering viewers the best of music videos and trivia from the 80's.

- Hosted by: Sarah Sechan.

13. MTV Asia Hitlist

On this program viewers can find out which of their favourites artists manages to shake off all competition to rule the MTV Asia Hitlist in every week.

This countdown program is based on record sales, chart information, radio airplay, and MTV requests are taken from Singapore, Indonesia, Malaysia, Thailand, Philippines, and other Asian regions, to compile one of the most comprehensive regional chart shows on television.

- Hosted by: Sarah Sechan and Donita Rose.

2.2. The language used

The language that is used by cable television has certain characteristics and variety. It is a variety of language which is considered suitable with the special programs offered by the station. English is certainly the most popular language which is used by all television cable stations, because their audiences are spreaded all over the world. Anyway there is a possibility that the hosts mix their language they mainly use with another language and dialect that they think appropriate with the programs they present.

Just like in MTV, this cable station so exclusively directs its programs to the relatively young audiences. Since most of MTV programs are about music, which is close to the young people's lifestyle, this station has soon gained its popularity ever since its first establishment in America. MTV is one of the ten cable stations which has attracted many viewers. It makes MTV expanded its network not only to Europe, but also to Latin America and Asia.

From the data obtained, on MTV Southeast Asia's daily broadcasting English is not the only language used. There are programs where the VJs use two kinds of language (English and Indonesian language). This kind of language variation is particularly used if the VJs come from Indonesia and if the shows are about Indonesian music or artists. The Indonesian VJs have a tendency to switch their utterances from English to Indonesia, and vice versa. The Indonesian language they use is not the standard one. They even mix it with certain dialect, such as Betawi, Javanese, Sundanese, Balinese or others.

Most of MTV SEA's programs are about music. Thus, many musical terms are appeared during the shows. There are also certain programs related to movie and campus fields. Therefore, we might discover terms used in movie and campus fields.

The variety of language even exists on the programs given in one language, namely English. The use of English does not prevent Indonesian VJs from using another languages. During certain programs the VJs mix their English utterances with the Indonesian or other languages. However, compared to programs presented in two languages or more those events occur less often.

While presenting the programs the VJs tend to use informal style. This kind of style is marked by the use of either the non-standard Indonesian language or informal English. Above all these, the most essential thing is that the language used is communicative and easily understood by the viewers.

CHAPTER III

DATA PRESENTATION AND ANALYSIS

