

RINGKASAN

TEMA-TEMA BERITA POJOK KAMPUNG
(Analisis isi Program Siaran Berita Pojok Kampung di JTV selama Periode
Bulan Juli 2005)
SUMARTINI

Kreativitas menjadi upaya pengelola TV swasta lokal demi memburu perhatian pemirsa dan pengiklan. Sebagian berusaha untuk tidak mengikuti jenis-jenis program TV swasta nasional yang sudah ada. Bila perlu, program-program mancanegara dikemas dengan muatan lokal yang khas.

Salah satu TV lokal yang hingga saat ini sudah melakukan penyiaran adalah JTV. JTV merupakan stasiun TV lokal pertama di Jawa Timur dengan pusat kegiatan penyiaran di Surabaya. Sebagai TV lokal yang berpusat kegiatan di Surabaya, JTV melalui beberapa program-program produksi sendiri berusaha mengedepankan muatan lokal dengan bahasa-bahasa lokal. Program Pojok Kampung menjadi salah satu andalan JTV. Pada awal-awal siaran, Pojok Kampung telah mampu memikat pemirsa dengan sajian bahasa khasnya yang "asing" di layar kaca. Bahasa-bahasa yang memang belum pernah "singgah" di telinga pendengar melalui media layar kaca ini telah mengundang perdebatan masalah penggunaan bahasa.

Terlepas dari kualitas jurnalistik program berita Pojok Kampung, paling tidak kehadiran program ini telah menampilkan suasana baru dalam dunia siaran pertelevisian di Jawa Timur. Program berita Pojok Kampung inilah merupakan program pertama sajian berita yang dikemas dengan bahasa dialek lokal. Liputan atas peristiwa-peristiwa lokal Jawa Timur, merupakan kelebihan sajian berita ditinjau dari faktor kedekatan (*proximity*).

Penelitian ini diarahkan untuk mengetahui apa saja tema-tema berita yang terdapat dalam program Pojok Kampung di JTV. Dengan menggunakan analisis isi juga dieksplorasi narasumber dan lokasi kejadian atau setting berita yang dimuat dalam tayangan Pojok Kampung. Dengan teknik yang sama juga ditelusuri mengenai cakupan dan yang dimuat dalam tayangan berita Pojok Kampung. Sampel diambil selama siaran bulan Juli 2005.

Berdasarkan analisis terhadap berita-berita yang ditayangkan dalam Pojok Kampung selama bulan Juli 2005 didapatkan hasil sebagaimana berikut, selama Bulan Juli 2005, persentase terbesar tema beritanya Berita Hukum dan Kriminal yakni sebanyak 82 berita atau sebesar 25,23%. Narasumber pemberitaan lebih banyak berasal dari kalangan pemerintah dan penguasa (38,15%), kalangan ahli, pakar atau pengamat (28,62%), orang terkenal atau selebriti (8,00%) dan masyarakat biasa (25,23%). Dari 325 berita terdapat 176 berita lokal Surabaya atau sekitar 54,15%. Kondisi ini mungkin dipengaruhi oleh adanya kedekatan lokasi pemberitaan dengan lokasi stasiun televisi JTV itu berada. Sementara untuk lokal luar Surabaya hanya sekitar 28,92%. Dan untuk berita regional sebanyak 13,85%. Dari temuan ini dapat dipahami bahwa warna kejadian lokal yang dimuat dalam Pojok Kampung lebih banyak kejadian yang berada di Surabaya.

Berdasarkan temuan dan analisis serta kesimpulan penelitian ini disarankan agar produser untuk lebih mengembangkan tema-tema pemberitaan tidak sebatas masalah hukum dan kriminalitas. Sementara itu pemirsanya diharapkan mengembangkan kemampuan *critical viewing skills* yang merupakan keterampilan pemirsa untuk memahami makna dan maksud pesan yang implisit disampaikan melalui penggunaan bahasa, visual, maupun aural dalam suatu program televisi.

SUMMARY
Live In West Side Of Country
(West Side Village Analyze Program at JTV Periode Juli 2005)
SUMARTINI

Creativity become the effort of Local Television TV for the shake of hunting attention of beholder and advertiser. Out for partly [do] not follow the type program the TV private sector national there [is]. When needed, tidy foreign countries programs with the typical local payload. One of local TV which till in this time have conducted the broadcasting is JTV or Jawa Timur Televison. JTV represent the first local station TV in East Java with the centre of broadcasting activities in Surabaya. As local TV which have centre of activities in Surabaya, JTV passing some programs produce by it's self try to place forward the local payload with the local language. Program the "Pojok Kampung" become one of pledge JTV. At early broadcast, "Pojok Kampung" have been able to captivate the beholder by typical language of "Suraboyoan", this language is true have never hearer through this television have invited the debate of problem of language use.

Quit of journalistic quality program the news of "Pojok kampung", at least attendance program this have presented the new atmosphere in the world of broadcast pertelivisian in East Java. Program Pojok Kampung is representing first program by presenting news with the local dialectal language. Reportage for local event of East Java, representing excess of news by proximity.

This research is instructed to know any kind of news theme which is there are in program of "Pojok Kampung" in JTV. By using media content analysis also explored news sources and location of occurrence or setting news that displayed in "Pojok Kampung". With the same technique this research also traced to hit the coverage and contained in displaying news of "Pojok kampung". Sampel taken during broadcast of July 2005.

Pursuant to analysis to news displayed in Pojok Kampung during July 2005 got by result as following, the biggest percentage of news theme that is Law and Criminal namely as much 82 news item or equal to 25,23%. More amount News Sources come from governmental circle and power (38,15%), expert circle or observer (28,62%), man of mark or selebriti (8,00%) and ordinary society (25,23%). From 325 news, there are 176 local news of Surabaya or about 54,15%. This condition is possible influenced by existence of contiguity of news location with the location of that television JTV station reside in. For a while, the news from local outside Surabaya only about 28,92%. And for the news of regional as much 13.85%. From this finding is perceivable that local occurrence colour contained in "Pojok Kampung" is more amount occurrence residing in Surabaya.

Pursuant to finding and analyse and also this research conclusion, suggested that "Pojok Kampung" producer habe to developing more variatif news theme, not limited to problem law and criminality. In consequence produser of Corner of Kampong JTV suggested to study the more variatif theme and can give the solution alternative for education for audience.

ABSTRACT
Live In West Side Of Country
(West Side Village Analyze Program at JTV Periode Juli 2005)
SUMARTINI

Creativity become the effort of Local Television TV for the shake of hunting attention of beholder and advertiser. Out for partly [do] not follow the type program the TV private sector national there [is]. When needed, tidy foreign countries programs with the typical local payload. One of local TV which till in this time have conducted the broadcasting is JTV or Jawa Timur Televison. JTV represent the first local station TV in East Java with the centre of broadcasting activities in Surabaya. As local TV which have centre of activities in Surabaya, JTV passing some programs produce by it's self try to place forward the local payload with the local language. Program the "Pojok Kampung" become one of pledge JTV. At early broadcast, "Pojok Kampung" have been able to captivate the beholder by typical language of "Suraboyoan", this language is true have never hearer through this television have invited the debate of problem of language use.

Quit of journalistic quality program the news of "Pojok kampung", at least attendance program this have presented the new atmosphere in the world of broadcast pertelvisian in East Java. Program Pojok Kampung is representing first program by presenting news with the local dialectal language. Reportage for local event of East Java, representing excess of news by proximity.

This research is instructed to know any kind of news theme which is there are in program of "Pojok Kampung" in JTV. By using media content analysis also explorated news sources and location of occurence or setting news that displayed in "Pojok Kampung". With the same technique this research also traced to hit the coverage and contained in displaying news of "Pojok kampung". Sampel taken during broadcast of July 2005.

Pursuant to analysis to news displayed in Pojok Kampung during July 2005 got by result as following, the biggest percentage of news theme that is Law and Criminal namely as much 82 news item or equal to 25,23%. More amount News Sources come from governmental circle and power (38,15%), expert circle or observer (28,62%), man of mark or selebriti (8,00%) and ordinary society (25,23%). From 325 news, there are 176 local news of Surabaya or about 54,15%. This condition is possible influenced by existence of contiguity of news location with the location of that television JTV station reside in. For a while, the news from local outside Surabaya only about 28,92%. And for the news of regional as much 13.85%. From this finding is perceivable that local occurence colour contained in "Pojok Kampung" is more amount occurence residing in Surabaya.

Pursuant to finding and analyse and also this research conclusion, suggested that "Pojok Kampung" producer habe to developing more variatif news theme, not limited to problem law and criminality. Meanwhile its beholder is expected to develop the ability of "critical viewing skills" that's representing beholder skill to comprehend the meaning and intend the message which implisit submitted through language use, visual, and also aural in a television program.

Keywords : Analyze Program at JTV Periode Juli 2005