

ABSTRACT

LOCAL IDENTITIES IN “CANGKRU’AN” PROGRAM ON JTV: STUDY OF RECEPTION ANALYSIS ON JTV AUDIENCES

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The aim of this research was study about reception of JTV audiences on any local identities found in the variety show of Cangkrū’an on JTV. This study was a qualitative research with constructivism paradigm and was analyzed by descriptive analysis. Analysis unit in this study was individuals who stated qualitative narrations. Data in this study was collected by conducting Focus Group Discussion (FGD) in discussion room on Jl. Mojopahit No. 666 B Sidoarjo on 23 rd May 2005 since 18.30-20.00 WIB. This FGD was attended by ten participants who lived or worked in Surabaya. Method used in this research was reception analysis.

Result of FGD showed that-according to JTV audiences-there were some local identities which showed the performance of typical “Suroboyoan” in the variety show of Cangkrū’an on JTV. Local identities of Suroboyoan were showed by some identities as follows: the used of dialect Suroboyoan especially by Cangkrū’an presenter (Cak Prio Aljabbar); the used of Ngampelan costume, sarong, and udheng; musics of terbang jidor, kentrungan, and kentongan; the presenced of local food of Suroboyoan as lontong balap, tahu tek, tahu campur, nasi pecel, nasi campur, nogosari, and pisang goreng. The theme of Cangkrū’an on the other hand showed slightly in connection with problems of local Suroboyoan as floods, fire, cleanliness, Suroboyo 2005, condemnation, and regional election. According to participants, settings of Cangkrū’an an those typically Suroboyoan was ought to be descriptions of places at corners of Surabaya kampong like sidewalk, salesmen, village patrol, foodstalls, newspaper salesmen, transsexuals, disableds, and woman security guards.

Key words: local identity; Cangkrū’an; reception analysis; JTV audiences