

## ABSTRACT

Alternative medicines are booming in recent years. In terms of staying healthy, people now are more open to other options for health treatment and not just relying to doctors or hospitals. This lifestyle trend has been getting media attention and they start providing programs or sections covering the issues of alternative medicines. This research is about audience interpretation on Solusi Sehat (Health Solution), a talk show program on alternative medicine aired by a local television station JTV.

As references, literatures on alternative medicine, reception analysis, the concepts of active audience and theories on media and health are discussed to provide backgrounds and understanding surrounding issues of media, audience, and alternative medicines.

To collect the data, this research employs reception analysis method using Focus Group Discussion (FGD). Seven informants with various backgrounds (gender, social status, education, and age) are gathered to discuss their interpretation of Solusi Sehat. The FGD was conducted two times to provide a thorough discussion on the issue.

The result shows that the informants have different interpretation on Solusi Sehat in terms of their perception or understanding of alternative medicines and the television program itself. Their different interpretations are related to their various social background. Some informants perceive that alternative medicines are good for their health while others are more sceptical and unbelieving. As for Solusi Sehat as a television program, even though most of the informants think that the talk show is useful, some of them think that the guests who are interviewed on the program are providing misleading information on alternative medicines. Several of the informants also being critical on the testimonial sections presented on the Solusi Sehat. They think that the people presenting the testimony are hired and therefore fake and providing misleading information.

**Keywords:** Alternative medicine, audiences, media reception