

ABSTRACT

The program *86 reality show* is trying to give interpretations on figure's POLRI's which displays the humanity side of the police. Y.Anprira as head of the Division of Programming and production stating that the expectation in produce *86 reality show* as a program is able change the perception of public toward POLRI and public can realize the positive side of the police and realize the importance of the rules in force in Indonesia to help the Police to enforce the law. This study aims to identify and investigate how media presents POLRI's figure on *86 reality show* and how the audience responds to it. This study applies the audiences' responses theory by Dennis McQuail and using reception theory are used to determine the audiences' responses. The result show that In interpreting the reality show of '86', the audiences mostly are in the state of negotiated. The finding of this study shows that *86 reality show* represent the good side of the police. *86 reality show* is able to demonstrate its position as an innovative mass media by influencing its viewers through a distinct reality show. The finding also shows that mass media plays an important role in presenting political issues in this case police issue in the society (usually portrayed through news, radio, newspapers, or talk shows) through a television's reality show in this postmodern era.

Keywords: audience study, figure, POLRI, *86 reality show*.

