

ABSTRAK

ANALISIS ISI PROGRAM SILET RCTI TERKAIT PELANGGARAN PEDOMAN PERILAKU PENYIARAN DAN STANDAR PROGRAM SIARAN (P3SPS)

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RCTI (Rajawali Citra Televisi Indonesia) merupakan stasiun televisi swasta pertama di Indonesia. RCTI memiliki program *entertainment* unggulan yaitu Silet. Silet pernah memenangkan penghargaan Panasonic Gobel Awards untuk kategori Infotainment Terbaik selama 10 tahun (2006 hingga 2016), akan tetapi Silet beberapa kali mendapatkan teguran dari KPI karena melanggar P3SPS (Pedoman Perilaku Penyiaran dan Standar Program Siaran), salah satunya pada 19 November 2018 tentang perseteruan artis Angel Lelga dan Vicky Prasetyo terkait P3 Pasal 13, Pasal 14 Ayat (2) Pasal 21 Ayat (1) dan SPS Pasal 13 Ayat (1), Pasal 15 Ayat (1) dan Pasal 37 Ayat (4) huruf a. Tujuan penelitian ini adalah untuk menganalisis isi program dan mengetahui pelanggaran yang dilakukan program Silet pada 19 November 2018 terkait P3SPS. Model yang akan digunakan oleh peneliti dalam menganalisis isi program dengan analisis model SPEAKING dari Hymes. Peneliti menggunakan jenis penelitian deskriptif dengan pendekatan kualitatif. Pengumpulan data dilakukan melalui dokumentasi dan observasi. Hasil penelitian menunjukkan bahwa Tayangan Silet pada 19 November 2018 tentang perseteruan artis Angel Lelga dan Vicky Prasetyo melanggar sejumlah pasal dalam P3SPS melalui surat teguran nomor 631/K/KPI/31.2/11/2018 yaitu Pasal 9 tentang Norma Kesopanan dan Kesusilaan, Pasal 11 ayat (1) tentang perlindungan kepentingan publik bahwa tayangan harus memberikan nilai positif, Pasal 13 dan Pasal 13 ayat (1) terkait dengan kehidupan pribadi objek siaran, Pasal 14 ayat (2), Pasal 15 ayat (1) tentang perlindungan anak-anak dan remaja, Pasal 21 Ayat (1) terkait penggolongan usia siaran, Pasal 37 Ayat (4) huruf a tentang acara usia Remaja.

ABSTRACT
CONTENT ANALYSIS OF RCTI'S SILET RELATED TO VIOLATION OF BROADCASTING CONDUCT GUIDELINES, AND THE PROGRAM STANDARD (P3SPS)

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RCTI (Rajawali Citra Televisi Indonesia) is the first private television station in Indonesia. RCTI has an excellent entertainment program is Silet. Silet has won the Panasonic Gobel Awards for the Best Infotainment Category for 10 years (2006 to 2016), however, Silet received several warnings from KPI for violating P3SPS (Broadcast Code of Conduct and Broadcast Program Standards), one of them was on November 19th, 2018 about the feud between the artists Angel Lelga and Vicky Prasetyo regarding P3 Article 13, Article 14 Paragraph (2) and Article 21 Paragraph (1) and SPS Article 13 Paragraph (1), Article 15 Paragraph (1) and Article 37 Paragraph (4) letter a. The purpose of this study was to analyze the contents of the program and find out the violations committed by Silet program on November 19th, 2018 related to P3SPS. The theory that will be used by researchers in analyzing program contents is SPEAKING Model by Hymes. Researchers used descriptive research with a qualitative approach. Data collection is done through documentation and observation. The results showed that the razor blade show on November 19th, 2018 about the feud between the artists Angel Lelga and Vicky Prasetyo violated a number of articles in P3SPS, through warning letter number 631/K/KPI/31.2/11/2018 there are Article 9 concerning Norms of Courtesy and Decency, Article 11 paragraph (1) regarding the protection of public interests states that impressions must provide positive values, Article 13 and Article 13 paragraph (1) are related to the private life of broadcast objects, Article 14 paragraph (2), Article 15 paragraph (1) regarding the protection of children and adolescents, Article 21 Paragraph (1) regarding the classification of broadcast age, Article 37 Paragraph (4) letter a regarding youth age programs.