

**ANALISIS KEMASAN PROGRAM *TALK SHOW TONIGHT'S PRIME TIME*
NET TV EPISODE PRESIDEN JOKOWI (STUDI KASUS PADA PROGRAM
TALK SHOW TONIGHT'S PRIME TIME NET TV EPISODE PRESIDEN
JOKOWI)**

Riky Setiawan

Abstrak

Televisi merupakan sarana hiburan yang cukup komplit untuk masyarakat *modern*, informasi yang disajikan sangat beragam. Program acara menjadi tolak ukur keberhasilan dari sebuah stasiun televisi. Kemasan program merupakan upaya atau siasat untuk menarik minat menonton televisi. Penelitian ini dilakukan untuk mengetahui kemasan program *talk show Tonight's Prime Time* Net TV episode Presiden Jokowi dalam menarik minat menonton televisi dan mengetahui alasan dibalik pembuatan dan penayangan episode ini. Teori yang penulis gunakan dalam penelitian ini adalah S-O-R. Metode yang dilakukan dalam penelitian ini adalah metode kualitatif dengan mengumpulkan data primer seperti wawancara dan dokumentasi (foto) dalam kegiatan *shooting*. Hasil penelitian menunjukkan bahwa kemasan program *Tonight's Prime Time* episode Presiden Jokowi dalam hal *talk show*, dikemas secara informatif dan menghibur. Dengan identitas program yaitu gaya dan pembawaan *host* yang begitu khas. Busana formal yang dikenakan oleh *host* dan busana santai yang narasumber gunakan. Pengambilan gambar yang dilakukan di Istana Kepresidenan Bogor dan di dalam studio. Serta kemasan *bumper* yang *simple* dan sederhana, dengan pesan yang sangat jelas. Kesimpulannya adalah *Tonight's Prime Time* ingin menyajikan tayangan yang informatif dan menghibur bagi penonton. Episode tersebut ditayangkan agar penonton terhibur dengan kombinasi *host* dan narasumber yang disajikan. Lalu penonton dapat mengenal lebih jauh seperti apa sosok Pak Joko Widodo dan kegiatan beliau ketika sedang libur di Istana Kepresidenan Bogor.

Kata Kunci : Kemasan Program, *Talk Show, Tonight's Prime Time*, Net TV, Presiden Jokowi.

ANALYSIS OF PACKAGING PROGRAM TALK SHOW TONIGHT'S PRIME TIME NET TV EPISODE PRESIDENT JOKOWI (CASE STUDY ON THE PROGRAM TONIGHT'S PRIME TIME TALK SHOW NET TV EPISODES PRESIDENT JOKOWI)

RIKY SETIAWAN

Abstract

Television is a means of entertainment which is quite complete for a modern society, the information presented is very diverse. The program of the event became a benchmark of the success of a television station. Packaging program is an effort or stratagem to attract interest in watching television. This research was conducted to find out the packaging program talk show tonight's Prime Time Net TV episodes President Jokowi in attracting interest in watching television and know the reasons behind making and airing this episode. The theory that the author use in this study are S-O-R. Methods undertaken in this research is qualitative method collecting primary data such as interviews and documentation (photos) in the activities of the shooting. The research results showed that packaging program tonight's Prime Time episode President Jokowi in terms of talk shows, packaged in an informative and entertaining. With the identity of the program that is bringing in a host of styles and so typical. Formal fashion worn by the host and relaxed fashion resource use. The shooting was done at the Bogor Presidential Palace and in the studio. As well as a bumper packaging simple and modest, with a very clear message. The conclusion is Tonight's Prime Time would like to present the impressions that are informative and entertaining for the audience. That episode aired so that the audience entertained with a combination of host and speaker are presented. Then the audience can know more as to what the figure of Mr. Joko Widodo and his activities when he was off duty at the Bogor Presidential Palace.

Keywords : Program, Talk Show, Tonight's Prime Time, Net TV, President Jokowi.