

**REPRESENTASI PROGRAM ACARA VARIETY SHOW  
DALAM SERIAL DRAMA “THE PRODUCERS”  
(Analisis Semiotika Roland Barthes Program Acara  
Variety Show “2 Days, 1 Night”)**

**CAHYA RANA PERTIWI**

**Abstrak**

Penelitian ini membahas tentang bagaimana representasi keseluruhan bagian dari program acara *variety show* mulai dari persiapan pra produksi, penentuan konten program acara, peran produser dalam tim, peran masing – masing divisi tim produksi, proses *shooting*, *editing*, pembuatan *preview*, hingga program acara *variety show* siap ditayangkan. Tujuan penelitian ini adalah untuk mendeskripsikan dan menggambarkan seluruh bagian program acara *variety show 2 Days 1 Night* yang ditampilkan dalam serial drama *The Producers*. Serial drama *The Producers* terdiri dari 12 episode dengan durasi setiap episode kurang lebih 80 menit dan terdapat 30 *scenes* yang merepresentasikan program acara *variety show 2 Days 1 Night* dalam serial drama ini. Metode yang digunakan dalam penelitian ini adalah metode kualitatif analisis semiotika model Roland Barthes yakni menghadirkan kembali *scenes* terpilih dengan memberikan makna denotatif, makna konotatif, serta mitos pada setiap adegannya. Penelitian ini mengambil adegan para pemain yang terlibat dalam seluruh bagian program acara *variety show 2 Days 1 Night*. Hasil penelitian ini menemukan bahwa setiap program acara televisi akan selalu dihadapkan dengan masalah persaingan rating, dimana setiap program acara harus memiliki konten sesuai dengan pasarnya, bagaimana cara mencari konten program acara yang digemari oleh penonton di negara tersebut, peran seorang produser, membuat *editing* yang menarik, penambahan *caption* (keterangan) pada setiap adegan yang menarik dan lucu, membuat edisi *special episode* di hari – hari tertentu, dan proses produksinya. Peneliti juga menemukan bahwa peran seorang produser sangat penting dalam sebuah program acara televisi.

**Kata Kunci:** Semiotika, Serial Drama, Televisi, *Variety Show*.

**REPRESENTATION OF VARIETY SHOW IN DRAMA SERIES  
THE PRODUCERS  
(Roland Barthes's Semiotic Analysis Of Variety Show "2 Days 1 Night")**

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**Abstrack**

*This research discusses how the overall representation of variety show programs starts from pre-production preparation, program content programs, producer roles in the team, the roles of each division of the production team, the process of shooting, editing, making previews, and variety shows aired. The purpose of this research was to describe all parts of the 2 Days 1 Night variety show program featured in the drama series The Producers. The Producers consists of 12 episodes with the duration of each episode of approximately 80 minutes and there are 30 scenes representing the 2 Days 1 Night variety show program in this drama series. The method used in this research is the Qualitative Method Semiotic Analysis of Roland Barthes's model which presents selected scenes by giving denotative meanings, connotative meanings, and myths in each scene. This research took the scene of the cast who involved in all parts of the 2 Days 1 Night variety show program. The results of this research found that every television program will always be faced with the issue of rating competition, where each program must have content in accordance with the market, how to find program content favored by audiences in the country, the role of a producer, making interesting editing, adding captions to each interesting and funny scene, making episodes of special episodes on certain days, and production processes. The researcher also found that the role of a producer is very important in a television program.*

**Key Words:** *Drama Series, Semiotic, Television, Variety Show.*