

## ABSTRACT

Comedy program usually attracts Indonesian audiences. Watching comedy is seen as a good entertainment to release stress and can create laughter among audiences after doing their daily activities. Audiences are the one that actively use and choose the media, they select the content, they are also the one that interpret the information and treat the content of the media as entertainment. This research aims to find out what content tried to be conveyed by a TV program named *Pesbuskers* ANTV and how audiences think about that program. The theory applied for this research is reception analysis theory in which it focuses on the way audiences interpret messages of the media. Reception analysis theory actually shows that audiences play an active role to interpret the message of the media. The object for this research is seven respondent of Communication Theory Faculty of UPN Veteran Yogyakarta. The technique to get the data is obtained by Focus Discussion Group (FGD). Data analysis technique used for this research is by finding preferred reading which is done by the researcher. It actually uses descriptive analysis implied on *Pesbuker* episode 20, 22, 23, 24 and 25 July 2013 and then Focus Group Discussion being held. The technique to validate the data uses triangulation method on the source. Researcher classify respondent of this research into 2 groups; five of them included on *The Negotiated Reading* meanwhile the other two respondent are included on *The Oppositional Reading*. Result of the research shows that audiences of this program really active in accepting the messages conveyed by the program. The audiences do not rely on interpretation showed by the media, but they adjust themselves to social perception, position and interest.

Keywords: Audiences Interpretation, Television program, Reception Analysis