

ABSTRAK

Kualitas konten televisi Indonesia menjadi momok yang hangat dalam masyarakat. Banyak konten televisi yang nyeleneh dan melanggar kode etik pertelevisian dan menjadi perbincangan hangat di masyarakat. Seperti talkshow yang menampilkan adegan perkelahian antar selebriti, adegan settingan dan konten keperempuanan yang meraja lela. Walaupun sudah menjadi rahasia publik bagaimana dunia pertelevisian Indonesia namun jarang media lain seperti film yang mengangkat bagaimana keadaan televisi saat ini. Film *Pretty Boys* karya Teuku Adifitrian (Tomp) ini mengangkat isu pertelevisian dalam film layar lebar pertamanya. Film ini dibuat karena keresahan Tompi, Desta, dan Vincent terhadap dunia pertelevisian Indonesia. Film ini menggambarkan bagaimana keadaan di depan maupun di balik layar sebuah program televisi. Penelitian ini bermaksud untuk mencari tau persepsi khalayak terhadap gambaran kualitas konten televisi Indonesia dalam film *Pretty Boys* dan faktor yang mempengaruhi persepsi khalayak. Metode yang digunakan adalah deskriptif kualitatif, yaitu menghasilkan data deskriptif berupa kata-kata tertulis atau lisan dari informan dan berprilaku yang dapat diamati. Teori yang digunakan adalah Analisis Resesi Stuart Hall dimana peneliti mencari tahu penyebab keberagaman penyerapan pesan oleh khalayak dan meletakkan khalayak dalam tiga posisi yaitu dominan, negosiasi, dan opisisi. Penelitian ini menghasilkan persepsi yang berbeda dari informan, perbedaan persepsi tersebut didasari oleh faktor pendidikan, lingkungan, pengalaman, dan paparan media. Informan dikelompokkan dalam dua posisi yaitu delapan infoman dalam posisi dan tiga informan dalam posisi negosiasi. Penelitian ini menemukan bahwa semua informan menerima pesan yang disampaikan dalam film namun beberapa menolak sebagian pesan yang ada dan juga menemukan pesan lain diluar pesan dominan.

Kata Kunci : Teori Analisis Resepsi Stuart Hall, *Pretty Boys*, Pertelevisian Indoneisa, Konten Televisi Indonesia.

ABSTRACT

*The quality of Indonesian television content has become a hot scourge in society. A lot of television content is eccentric and violates the television code of ethics and becomes a hot topic of conversation in the community. Such as talk shows featuring scenes of fights between celebrities, setting scenes and rampant female content. Even though it has become a public secret about the world of Indonesian television, it is rare for other media such as films to raise how the current state of television is. The film *Pretty Boys* by Teuku Adifitrian (TOMPI) raises the issue of television in his first feature film. This film was made due to TOMPI, DESTA, and VINCENT's unrest with the Indonesian television world. This film describes how things are in front of and behind the scenes of a television program. This study intends to find out the audience's perceptions of the picture of the quality of Indonesian television content in the *Pretty Boys* film and the factors that influence the meaning of the audience. The method used is descriptive qualitative, which produces descriptive data in the form of written or spoken words from informants and observable writers. The theory used is Stuart Hall's Reception Analysis where the researcher looks for the causes of the diversity of message absorption by the audience and places the audience in three positions, namely dominance, negotiation and opposition. This study resulted in different perceptions from informants, these differences in perceptions were based on factors of education, environment, experience, and media exposure. Informants are grouped into two positions, namely eight informants in a position and three informants in a negotiating position. This study found that all informants accepted the messages conveyed in the film, but some rejected some of the messages and also found other messages outside the dominant message.*

*Keywords: Stuart Hall's theory of reception analysis, *Pretty Boys*, television Indonesia, Indonesian Television Content.*