

ABSTRAK

Skripsi ini menganalisis kecakapan presenter TVRI Yogyakarta dalam menjaga citra stasiun televisi sebagai Lembaga Penyiaran Publik (LPP). Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teori dramaturgi dari Erving Goffman dan konsep broadcast performance dari Boyd sebagai landasan analisis. Fokus penelitian mencakup delapan elemen kecakapan presenter, yaitu keterampilan berkomunikasi, intonasi, bahasa tubuh, gaya komunikasi, persiapan siaran, penampilan fisik, penanganan kendala teknis, serta evaluasi pascasiaran. Data dikumpulkan melalui wawancara dengan tiga presenter dan dua produser TVRI Yogyakarta, serta observasi pendukung. Hasil penelitian menunjukkan bahwa kecakapan presenter tidak hanya terlihat di frontstage saat siaran berlangsung, tetapi juga terbentuk melalui aktivitas backstage seperti latihan, evaluasi, dan pengelolaan impresi. Presenter TVRI Yogyakarta menjalankan peran sebagai komunikator profesional sekaligus representasi nilai-nilai budaya lokal dan etika lembaga. Mereka menghadapi sejumlah tantangan, seperti tekanan saat siaran langsung, keterbatasan waktu persiapan, serta tuntutan untuk tetap relevan di tengah perubahan tren komunikasi digital. Penelitian ini menyimpulkan bahwa kecakapan presenter berperan strategis dalam membentuk dan mempertahankan citra positif TVRI Yogyakarta, sekaligus menjadi aset penting dalam memperkuat kepercayaan publik terhadap lembaga penyiaran publik di tengah persaingan media yang semakin kompetitif.

Kata Kunci: presenter, kecakapan, citra, TVRI Yogyakarta, lembaga penyiaran publik.

ABSTRACT

This thesis analyzes the competencies of TVRI Yogyakarta presenters in maintaining the image of the television station as a Public Broadcasting Institution (LPP). This research employs a descriptive qualitative approach, using Erving Goffman's dramaturgical theory and Boyd's concept of broadcast performance as the analytical framework. The study focuses on eight elements of presenter competence: communication skills, intonation, body language, communication style, pre-broadcast preparation, physical appearance, handling technical disruptions, and post-broadcast evaluation. Data were collected through interviews with three presenters and two producers at TVRI Yogyakarta, supported by field observations. The findings show that presenter competencies are not only demonstrated in the frontstage during broadcasts but are also formed through backstage activities such as rehearsals, evaluation, and impression management. TVRI Yogyakarta presenters serve dual roles as professional communicators and as representatives of cultural values and institutional ethics. They face various challenges, including pressure during live broadcasts, limited preparation time, and the need to stay relevant amid shifting digital communication trends. This study concludes that presenter competence plays a strategic role in shaping and maintaining the positive image of TVRI Yogyakarta. It is also a vital asset in strengthening public trust in public broadcasting institutions amidst increasingly competitive media landscapes.

Keywords: presenter, competence, image, TVRI Yogyakarta, public broadcasting institution.