

# Content Analysis Television Program Featured with Title "Dunia Tanpa Batas" (Episode of Tiara Handicraft Embracing Persons with Disabilities With Social Entrepreneurs)

Novan Andrianto<sup>1</sup>, Rike Verlita S.<sup>2</sup>, Fuad Amsyari<sup>3</sup>  
Department of Computer Multimedia  
Institut Bisnis dan Informatika Stikom Surabaya  
Surabaya, Indonesia  
novan@stikom.edu

**Abstract--Analyze media communications about feature television programs on human interest in the title World Without Borders with the episode theme Tiara Handycraft Embrace Persons with Disabilities Social Entrepreneurs. The approach of this research using qualitative approach with content analysis research method According to Berelson and Altheide, this research focuses on (1) to know the relation of the role of persons with disability in tiara handicraft in social entrepreneur world; (2) and to know the meaning of the content of the message contained in the program Unlimited World event with the theme episode Tiara Handycraft Embrace Persons with Disabilities Social Entrepreneur. The meanings obtained in this content analysis, the researchers get the results of the discussion in the form of a spirit to show to the general public, that people with disability is actually also able to produce works. Disability is depicted with figures with a myriad of accomplishments and expertise in the craft world so that the aim can inspire the people who watch it.**

**Kata Kunci : Television Events Program, Handicraft, Disability, Content Analysis**

## 1. INTRODUCTION

Studying electronic communication, such as Television, Radio, the Internet is indispensable in terms of getting an information that entertains us today. This makes television programs more and more closer to the human world, especially as a quick information container for the community. Now with the advancement of the times, it is the selling value needed for competition in the broadcast but what's wrong if there is an event for Indonesian language coaching again. According to Naratama in [6] the format of television shows is a basic planning of a television show concept that will be the cornerstone of creativity and production design that will be divided into key criteria tailored to the goals and target audience of the event. Television format is divided into three

parts, namely drama, non drama and news / news [8]. Feature or commonly called special coverage is a description of facts that are unique or unique and included in the category of human interest news. Human interest news is a description of facts that can give a sense of humanity. The feature duration is generally between ten to fifteen minutes [7].

While the definition of disability is a disorder or a physical deficiency, senses or mental (medical) possessed by someone who makes the person unable to perform its function in society, so they are called as people who have social disorders [12].

From the above explanation, the author will raise the research of the final task undertaken by 2 students DIV Computer Multimedia Stikom Surabaya, as a team of producers and editors, the authors want the content of the first task of the first segment in segments 1, 2 and 3 of each existing message content of the event program. This feature television program that the author uses as a concept of the Final Project of two students from the title of "Dunia Tanpa Batas".

Dunia Tanpa Batas is one of the final work of the students who are making a television program in the form of documentary feature that lifts the life of inspirational figures without knowing the limits of gender, profession, and physical aspect. So that later television program "Dunia Tanpa Batas" able to provide motivation to all the audience. In the first episode, the television program "Dunia Tanpa Batas" will feature the theme of disability under the title Tiara Handicraft Embracing Persons with Disabilities with Social Entrepreneurs. Persons with disabilities are categorized as follows: 1.) Physically disabled 2.) Persons with mental disabilities 3.) Persons with physical and mental disabilities.



Fig 1. Logo Television program

From the event program "Dunia Tanpa Batas" it turns out Tiara Handicraft not 100% move in the field of entrepreneurship, but there are also areas of social activity. In detail, Tiara Handicraft 50% moves in the field of entrepreneurship and 50% moves in the social field. Tiara Handicraft is located at Jalan Sidosermo Indah II No.5, Sidosermo, Wonocolo, Surabaya was established since 1995.

## II. RESEARCH METHODS

The approach of this research using qualitative approach. This study focuses on (1) identifying the role of persons with disabilities in handicraft tiara in the social entrepreneur world ; (2) and to know the meaning of the contents of the message contained in the program "Dunia Tanpa Batas" event with the theme episode Tiara Handycraft Embrace Persons with Disabilities Social Entrepreneur. In order for this research is accounted and reliable, some of the following theories the authors use in research conducted.

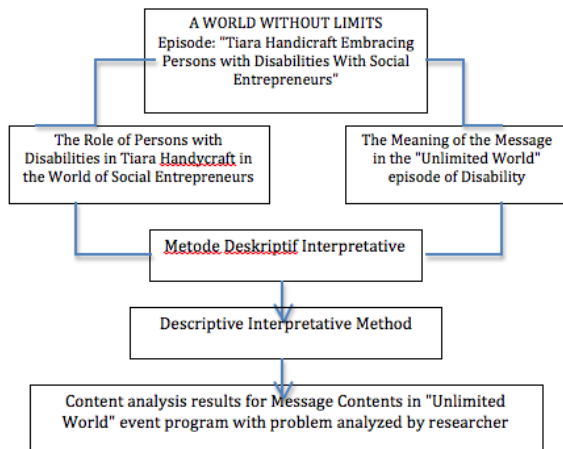


Fig 2. : Flow Of Think

### a. Content Message Analysis

research the content of media messages, an analysis can then be said to meet the scientific requirements if as follows: Objective, the categories can be used in the analysis should be given appropriate limits.

the analysis of qualitative content is also called Ethnographic Content Analysis (ECA), which is a combination of objective content analysis with participant observation. Therefore some of the things that must be

considered by the researcher are: a) Content (content) or social situation of the document (message / text being researched). b) The process or how a media product / message content is actually created and organized together. c) Emergence, ie gradual / gradual formation of a message's meaning through understanding and interpretation. Categorization is used only as a guide, among others framing analysis, discourse analysis, textual analysis, semiotics, rhetorical analysis, and ideological criticism. This criterion will be a reference to describe the strategic characteristics of the program "Dunia Tanpa Batas" on the episode of Tiara Handicraft Embracing Persons with Disabilities With Social Entrepreneurs.

## III. DISCUSION AND ANALYSIS

The following researchers explain the various segments contained in the program event Dunia Tanpa Batas.

First Segment, Introducing a Mr. Slamet, Mr. Slamet is one of the employees in Tiara Handicraft as a role actor and narrator in each segment. In the scene of Mr. Slamet also often follow activities outside production such as exhibitions and training conducted by Tiara Handicraft as instructors.

In accordance with the Message content analysis of the first segment, in the theory of social justice, that in working conditions of disability can not be equated with workers who are not disabled. Therefore, there should be a suitability between the treatment of entrepreneurs in Tiara Handicraft with the condition of the disabled.

It aims to support independence and increase productivity in work. as an effort to provide equal treatment, provided by the company for persons with disabilities. Second Segment, in this segment describes Mrs. Titik Winarti.

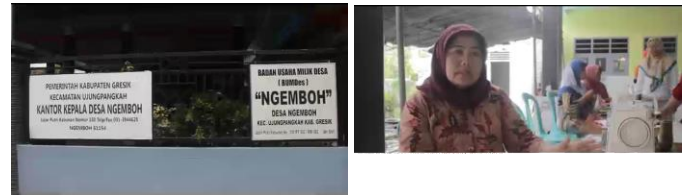


Fig 3. Tiara Handicraft & Ms. Titik Training Winarti (Owner of "Tiara")

Gait Point is even appreciated in an entrepreneurship training to those who wish to learn about Handycraft, it is expected that the results obtained continuously with the

business that was pioneered through the business interests undertaken in the world of Handycraft which is named Bina Karya Tiara Foundation.



Fig 4. Tiara Handicraft & Activities Mr. Slamet (Main)

In accordance with the results of content analysis that exist in this second segment. When a disability is able to tread the world of work, and be able to earn money for their lives, surely his friends will follow. From here, the partnership between a company and a community or disability organization will be well established, and will provide opportunities and employment opportunities to all persons with disabilities, and ultimately will create social inclusion in society as well as a comfortable life equality.

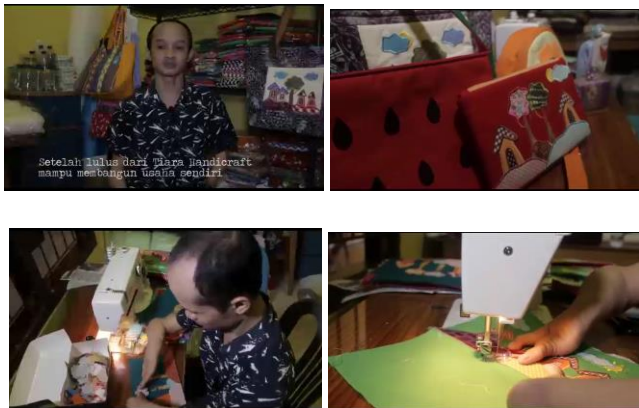


Fig 5. Mr. Ucil (Alumnus by Tiara) and Craft Products

organization will be well established, and will provide opportunities and employment opportunities to all persons with disabilities, and ultimately will create social inclusion in society as well as a comfortable life equality.

Communication between corporate management and disability workers also took time to understand each other.

It certainly can at the same time be pelectut the spirit for normal children, that the disabled only able, cook the limbs complete, even lazy and averse creative.

The Third Segment, in this segment, recounts Mr. Ucil as a person with disability, for a year Mr. Ucil studied at Bina Karya Tiara Foundation. Everything can not be separated from the role of Ms. Titik Winarti. He sacrificed to solve the social problems of disability. Mr. Ucil is grateful to gather with wonderful people with high spirits.

Based on the result of content analysis which writer get on segment three is emphasis in figure Mr. Ucil provides motivation to the audience about the spirit of life in the physical limitations of not discouraging and never give up. This shows there is a sense of compassion or concern for the emotional message conveyed by the Mr.Ucil when making the audience feel the struggle of his life. In principle, these difables also have skills like normal people. Even they have abilities and skills that are more than normal people. Without being ashamed, a masculine can entrepreneurship as their relationship is portrayed in his wife's support to encourage each other to live life.

#### IV. CONCLUSION

Descriptive research on Feature Television Program on Disability with Title "Dunia Tanpa Batas" (Episode of Tiara Handicraft Embracing Persons with Disabilities With Social Entrepreneurs) analyzed using significance in content message analysis.

So based on the results of the author's research, the representation of disability in "Dunia Tanpa Batas" explain the Difability is not displayed with a negative image. In the mass media has provided public spaces to express self-ability for persons with disabilities to show their ability to the public (media audiences). This "Dunia Tanpa Batas" television program will be a television power if a media views human interest shows to showcase as a hero to the wider community. Labeling against disability is also evolving, the authors hope that these impressions of these bad assumptions slowly try to be eliminated.

Given the authors see from the program impressions duration of approximately 24 minutes, the authors suggest the contents and concepts of program impressions this program developed in the next episode, recalling the impressions is very good and there are positive values obtained by the audience.

#### REFERENCES

- [1] Barbotte, E.F. (2011). *Prevalence of "Impairments, Disabilities, Handicaps and Quality of Life in General Population: A Review of Receny Literature"*. *Bulletin of the World Health Organization*, Vol. 79
- [2] Djamal Hidayanto, A. F. (2011). *Dasar-dasar penyiaran: sejarah, organisasi, operasional, dan regulasi*. Jakarta: Kencana Prenada Media.
- [3] Dr. Sandu Siyoto, S. M. (2015). *KEBLIAKAN DAN MANAJEMEN KESEHATAN*. Yogyakarta: Penerbit ANDI.
- [4] Fachruddin, A. (2012). *Dasar-Dasar Produksi Televisi*. Jakarta: Kencana Prenada Media Group.
- [5] Haryanti, D. M., Hati, S. R., Wirastuti, A., & Susanto, K. (2015). *Berani Jadi WIRUSAHA SOSIAL?* Depok: DBS Foundation.
- [6] Mabururi, A. (2013). *Manajemen Produksi Program Acara TV Non Drama*. Jakarta: GRAMEDIA.
- [7] Mabururi, A. (2013). *Panduan Penulisan Naskah TV Format Non-Drama, News & Sport*. Jakarta: Grasindo.
- [8] Morrisan. (2008). *Manajemen Media Penyiaran: Strategi Mengelola Radio dan Televisi*. Kencana.
- [9] Naratama, R. (2006). *Menjadi Sutradara Televisi dengan single dan multi camera*. Jakarta: PT. Grasindo.
- [10] Sandjaja, B. (2006). *Panduan Penelitian*. Jakarta: PRESTASI PUSTAKA PUBLISHER.
- [11] Subyantoro, A., & Soewarto, F. (2006). *Metode & Teknik Penelitian Sosial*. Yogyakarta: Penerbit ANDI.
- [12] Thohari, S. 2014. Disability View and Accessibility of Public Facilities for Persons with Disabilities in Malang City. *Indonesian Journal of Disability Studies* , 32.
- [13] Ahira, A. *Handicraft, Handicraft Worth of Economical* . Retrieved from AnneAhira.com: <http://www.aneahira.com/handicraft.htm> . Retrieved on: January 6, 2018 at 14.00 Western Indonesia Time.
- [14] Khoirunnisa. 2017, January 17th. *Internet, Second Biggest Media After TV* . Retrieved from SELULAR.ID: <http://selular.id/news/2017/01/internet-media-kedua-terbesar-setelah-tv/> . Retrieved on: January 8, 2018 at 22:00 pm.
- [15] Sea-dd. 2013, October 2nd. *What is a Social Entrepreneur?* Retrieved from Social Entrepreneur Academy: <http://sea-dd.com/apa-itu-wirasaha-sosial/> . Retrieved on: 01 January 2018 at 22:19 pm.
- [16] UNESCO. 2006, March 29th. *Unesco SEAL of Excellent for Handicraft* . Retrieved from UNESCOBKK:[http://www.unescobkk.org/fileadmin/user\\_upload/culture/SEAL/2006/Documents/SEAL\\_Folder.pdf](http://www.unescobkk.org/fileadmin/user_upload/culture/SEAL/2006/Documents/SEAL_Folder.pdf) . Retrieved on: 01 January 2018 at 23:19 pm.