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READING THE WIN-HT IMAGE THROUGH “MEWUJUDKAN MIMPI INDONESIA” REALITY SHOW IN RCTI

Ahead of the 2014 election, a number of mass media in Indonesia vigorous to serve ads political parties along with news about the presidential candidate and vice presidential candidate carried. Media owner using the media for personal gain. The media has the ability to choose the facts, selecting issues, highlight and remove text or visual, as well as directing it so that the image formed on certain aspects of the audience.

This study examines the packaging image of Mr. Wiranto and Mr. Hary Tanoesoedibyo (WIN - HT) as a candidate for president and vice president through the “Mewujudkan Mimpi Indonesia” reality show on RCTI, using framing analysis Gamson and Modigliani models to uncover the candidate’s image in reality programs. The device in this model help researchers analyze the narrative and visual imagery featured in the construct. The results of this study stated that the imaging WIN - HT as a presidential candidate and vice presidential candidates built through the “Mewujudkan Mimpi Indonesia” reality show. In addition to the applicable operating system media, internal and external factors such as ideology, idealism, or the interests of the owner of a potentially powerful medium for influencing the imaging package the WIN - HT. The program constructs the WIN-HT imaging as future leaders needed by more than 23 million people in Indonesia, which will help them achieve their dreams, which is a more prosperous life by increasing the social economy. Through narrative and visual, WIN-HT imaged as a populist leader, nurturing, want to hear public complaints. Image as a leader who is clean, caring, and firm also wants to build through the reality show.

Keywords: media, image packaging, reality show

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THE INTERPRETATION OF KOREAN CULTURE BY INDONESIAN STUDENTS IN BUSAN

Life of Korean people has its own uniqueness. They have habits considered unusual by other cultures, such as social drinking and plastic surgery in order to increase confidence. Koreans are also known as hard working and punctual; they are less likely to tolerate others who are not timely. In addition, there are the values of friendship and seniority.

Culture is internalized through interaction, either on campus, in social activities, as well as in Korean society in general. The Korean culture displayed by Korean students are often interpreted differently by Indonesian students. The difference of meaning often leads to lack of effective relationships and communication between Indonesians and Koreans.

This study aims to explore the interpretation of Korean culture by Indonesian students at several universities in Busan, Korea. Based on the theory of symbolic interactionism, this study uses a qualitative approach. With a purposive sample of six Indonesians students in Busan, the main method was in-depth interviews with the subjects. Secondary data was obtained from books and articles relevant to this study.

The findings indicate that Indonesian students have internalized the values of beauty, drinking culture, seniority, friendship, hard work, and punctuality embraced by Korean students. Socially, Indonesian students sought to apply these cultural values for a variety of reasons, especially in order to be accepted in social intercourse and to overcome social isolation. Both Korean and Indonesian student communities are keen on looking pretty, neat and dressed up, drinking with seniors, and using a certain way of speaking by greeting and sorting certain words to speak to seniors in the form of the use of the suffix “nim”. The values of friendship were interpreted negatively by Indonesian students, while beauty and plastic surgery were interpreted positively and negatively. Values of seniority were also interpreted negatively and positively. Negative or positive interpretations of the informants about Korean culture have been related to various factors, such as religious and educational backgrounds,
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