



ABSTRAK

PERSEPSI GEN Z DI KOTA SEMARANG TERHADAP PROGRAM TV “ARISAN” DI TRANS7

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Televisi merupakan salah satu media komunikasi massa yang masih relevan meskipun sudah ada banyak media digital yang muncul. Terbukti dari popularitas acara gameshow dengan konsep yang unik seperti ARISAN di Trans7. Penelitian ini bertujuan untuk menganalisis persepsi Gen Z di Kota Semarang terhadap program ARISAN dengan menggunakan teori Stimulus-Organism-Respons (S-O-R) dengan menggunakan metode kualitatif pendekatan deskriptif dengan teknik wawancara mendalam terhadap lima informan Gen Z di Kota Semarang. Hasil penelitian menunjukkan bahwa program ARISAN berhasil menciptakan persepsi yang positif di kalangan Gen Z melalui tiga tahap utama: (1) Stimulus acara, yang mencakup aspek visual (pencahayaannya dan set yang cerah), konsep (kebersamaan dalam format gameshow), serta audio (penggunaan homeband), dipersepsikan sebagai hal yang menarik. (2) Organism Gen Z memproses stimulus tersebut dengan memperhatikan interaksi antara host, dan peserta, memahami acara sebagai bentuk hiburan yang unik, serta menerima pesan yang positif seperti solidaritas dan kerjasama dengan perasaan emosional berupa rasa “gugup” dan tertawa. (3) Respons yang muncul merupakan respons kognitif berupa peningkatan pengetahuan, informasi umum dari pertanyaan dalam acara serta pengalaman positif dalam melihat contoh interaksi sosial yang suportif. Kesimpulan penelitian menunjukkan bahwa acara ARISAN dipersepsikan sebagai tontonan yang unik, interaktif, serta penuh nilai kebersamaan oleh Gen Z di Kota Semarang.

Kata Kunci: persepsi, gen z, program TV Arisan, teori S-O-R

ABSTRACT

GENERAL Z PERCEPTIONS IN SEMARANG CITY TOWARDS THE “ARISAN” TV PROGRAM ON TRANS7

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Television is a mass communication media that is still relevant even though many digital media have emerged. This is proven by the popularity of game shows with unique concepts such as ARISAN on Trans7. This study aims to analyze the perception of Gen Z in Semarang City towards the ARISAN program using the Stimulus-Organism-Response (S-O-R) theory using a qualitative descriptive approach method with in-depth interview techniques with five Gen Z informants in Semarang City. The results of the study indicate that the ARISAN program succeeded in creating a positive perception among Gen Z through three main stages: (1) The stimulus of the program, which includes visual aspects (bright lighting and sets), concepts (togetherness in a game show format), and audio (use of homeband), is perceived as interesting. (2) Gen Z organisms process the stimulus by paying attention to the interaction between the host and participants, understanding the program as a unique form of entertainment, and receiving positive messages such as solidarity and cooperation with emotional feelings in the form of "irritation" and laughter. (3) The responses that emerged were cognitive responses in the form of increased knowledge, general information from questions in the program, and positive experiences in seeing examples of supportive social interactions. The research conclusion shows that the ARISAN program is perceived as a unique, interactive show, and full of togetherness values by Gen Z in Semarang City.

Keywords: *perception, gen z, arisan TV program, S-O-R theory*