ABSTRACT

ATTRACTION DALANG ON THE PROGRAM "POJOK SI CEPOT" *AT* STV BANDUNG

By:
Debi Terania Nuranisa
NIM. 41808153

This research under the guidance of,
Rismawaty, S.Sos., M.Si

This study aims *to identify and explain about attraction dalang on the program "Pojok Si Cepot" at STV Bandung. To be able to answer about the attractions the researchers raised three sub focus is strength, messaging, and media mastermind in The program* "Pojok Si Cepot" *through communication packaged humor for the audience at STV Bandung.*

Methods *This study used a qualitative approach with descriptive analysis method, the informants in this study the 2 of Siti Maemunah and Ade Nursuhud because he is loyal audience from the program* "Pojok Si Cepot*". While key informants taken as many as three people from Dalang Si Cepot as a research subject, producer program* "Pojok Si Cepot" *and scripwriter. The data obtained through interviews, observation, literature, internet searching, and documentation. Qualitative descriptive analysis techniques to perform the analysis and management of data by compiling a list of interview questions prepared by the researcher.*

The results showed *that the power of the mastermind behind the corner of the cepot program is located on the expertise of the game sounds and intonation created by puppeteer considered to have its own distinctive traits and give a good impression for the audience. The message conveyed to the audience influenced by the style of the message, a message that is informative, persuasive, and constructive use of language that is capable by the audience. Media used in the Program "*Pojok Si Cepot" *are media the puppet show.*

The conclusion *of this study is the mastermind behind the program in Bandung STV has the strength, the message and the media were able to attract the attention of the audience. The transmission of information and messages are packaged humor mastermind has a different form of packaging than other entertainment programs. The contents of the message contains elements of persuasive, informed, and constructive for the audience.*

Advice *for STV which further enhance image quality visualization to be more interesting to watch. And is made with rather different, for example by inviting speakers from a party related to the theme to be discussed*