

**INFLUENCES OF TELEVISION
TOWARD MODERN SOCIETY REFLECTED IN *TV PEOPLE*
BY HARUKI MURAKAMI**

THESIS

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2014**

ABSTRACT

Khikmah, Ziyaadatul. 2014. **Influences of Television toward Modern Society Reflected in *TV People* By Haruki Murakami**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Juliati; Co-supervisor : Arcci Tusita.

Keyword: Television, Mass Media, Effect, Construction, Culture, Influence.

Television has become part of daily life in the society in modern era. Television functions as a medium of information and entertainment. Television becomes interesting with the programs that are presented. However, the function of television is not always positive, it can also give negative impact to viewer because what are presented indirectly can give negative effects to viewers. This phenomenon is reflected in a short story *TV People* which tells about the influence of television in the late 20th Century on the main character's daily life. Based on this background, the problem of this study is how the main character deals with set of televisions that have influenced his life. Therefore, the writer uses the theory of Television Culture as the main basis for examining the phenomenon of the story to reveal anything shown on television is planned. In addition, this study also applies the theory of the effects of mass media to explain the negative impacts.

Applying cultural approach, the writer reveals three impacts of television on society's life. First, television influenced one's habit. The main character in *TV People* his habits for instance watches television so many hours in a day, his hobby of reading has lost. Second, television influenced family interaction because character 'I' as a viewer was accustomed to watch TV alone at home. As a result, he is accustomed to be passive and cannot establish conversation with his wife. Over the time, the conversation between them became lost and he believed on television that his wife had gone away. Third, television influenced the main character's dream. All of activities of television which are seen, those come into the dream world of character 'I'.

The writer suggests for the students who intend to conduct a research on the same short story, to use different perspectives such on semiotics or psychological one.

ABSTRAK

Khikmah, Ziyaadatul. 2014. **Pengaruh-Pengaruh Televisi terhadap Masyarakat Modern yang Digambarkan pada Karya Haruki Murakami *TV People***. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Juliati (II) Arcci Tusita.

Kata Kunci : Televisi, Media Massa, Efek, Konstruksi, Budaya, Pengaruh

Televisi telah menjadi bagian dari hidup sehari-hari di masyarakat. Televisi mempunyai fungsi sebagai media informasi dan hiburan. Televisi menjadi menarik dengan program-program yang disajikan. Namun, televisi tidak selamanya berdampak positif, ini juga dapat memberikan dampak negatif untuk pemirsa karena apa yang ditayangkan televisi secara tidak langsung dapat memberikan pengaruh-pengaruh negatif terhadap penonton. Fenomena ini terefleksikan dalam sebuah cerita pendek berjudul *TV People* yang membahas tentang pengaruh televisi di akhir abad ke 20 yang telah mempengaruhi kehidupan sehari-hari tokoh utama. Berdasarkan latar belakang tersebut, rumusan masalah dari penelitian ini adalah bagaimana karakter utama menghadapi sekelompok televisi yang telah mempengaruhi kehidupannya. Oleh sebab itu, penulis menggunakan teori Budaya Televisi sebagai dasar utama dalam menelaah fenomena cerita untuk menunjukkan kepada pemirsa bahwasannya apa saja yang ditampilkan televisi itu sudah terencana dengan pasti. Penelitian ini juga menggunakan teori Efek Media Masa untuk menjelaskan dampak negatif yang ditimbulkan.

Dengan menerapkan pendekatan budaya, penulis mengungkapkan tiga dampak televisi terhadap kehidupan masyarakat. Pertama, televisi mempengaruhi kebiasaan seseorang. Karakter utama dalam *TV People* memiliki beberapa perubahan. Misalnya, kebiasaan menonton televisi selama berjam-jam dalam sehari dan hobinya membaca menjadi hilang. Kedua, televisi mempengaruhi interaksi keluarga, karena karakter 'I' sebagai pemirsa terbiasa untuk menonton televisi sendirian di rumah. Akibatnya ia terbiasa bersikap pasif dan sulit memulai percakapan dengan istrinya. Maka seiring waktu, pembicaraan antar mereka menjadi hilang dan ia juga percaya kepada televisi bahwa istrinya telah pergi meninggalkannya. Ketiga, televisi mempengaruhi mimpi tokoh utama. Semua aktivitas televisi yang dilihat, masuk ke dalam dunia mimpi tokoh utama

Penulis menyarankan kepada mahasiswa yang berniat untuk melakukan penelitian dengan objek cerita pendek yang sama, untuk menggunakan perspektif yang berbeda seperti semiotika atau psikologis.

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