

Application of Media Political Economic Theory in The Kick Andy Program on Metro TV with Childfree Theme

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ABSTRACT

The phenomenon regarding Childfree has now become a Viral and Trending Topic on social media. Childfree itself is a decision for married couples who decide not to have children in their household. This decision is being widely discussed so that when this issue is broadcast on television media it has the opportunity to get high ratings. This research aims to analyze editorial in commodifying the content (commodification of content) of an event into an interesting show that is worth broadcasting and worth selling to produce a profit for the company. This research method uses a qualitative approach, with a constructivist paradigm and uses data collection methods through observation. The findings from this research are the commodification of content or issues regarding childfree. There are political economic interests carried out by capital owners so if we look at it from this point of view, it can be seen as something that was born because of the domination of one group over another group in the form of control for profit and being a capitalist agent. It is hoped that the implications of this research can enrich case studies regarding the political economy of the media. Thus, in the future the viewing public will be "media aware" and the media can be utilized as fully as possible, not only from a commercial perspective.

Keywords: Media Political Economy; Metro TV; Childfree

INTRODUCTION

Commodification is a media activity to link the selling value of television programs with ratings and shares, one of the programs that we want to broadcast is "Application of Media Political Economy Theory in Metro TV's Kick Andy Program with the Childfree Theme." Every day television stations present various types of broadcast programs. Anything can be used as a program or content to be shown on television as long as the program is interesting and interesting by the audience, and as long as it does not conflict with decency, applicable laws, and regulations (Morrison, 2011:217). Television programs as a factor the most important thing in supporting the income of a radio and television broadcaster is a program that brings the audience to know a broadcast. Regarding the content of programs broadcast on television, there is a lot that could be used as content for a television program such as Kick Andy Metro TV which presents the theme of Childfree.

The Childfree phenomenon is currently being hotly discussed, starting with an influencer or internet celebrity named Gita Savitri who said in a conversation on

the Analisa Widianingrum YouTube channel that she and her husband did not plan to have children or Childfree. Starting from this, the issue of Childfree became widely discussed and went viral on social media. The topic of Childfree is currently receiving great attention from the public, so it has the potential to become interesting content that can be displayed on other media such as television, and get high ratings. The event program presented several speakers who chose to be Childfree or decided not to have children, namely Victoria Tunggono who works as the author of the book "I'm Childfree and Happy", husband and wife couple Gita Savitri and Paul Partohap who are famous as YouTube video content creators, blog writer, as well as the influencer on social media, and book author who has inspired many women through his work and also husband and wife couple Arif Maulana and Citra Ayu. They are the people who give their opinions on deciding whether to be child-free or not have children.

Childfree or the desire chosen by married couples not to have children is currently developing and being widely discussed in Indonesia. According to dictionary.cambridge.org, childfree is a term used to refer to people who choose not to have children, or a situation without children. According to CBOS (in Szymanska, 2013: 81), for women who do not plan to have children, the reason for this decision is due to a bad financial situation, and for some of them, the reason is due to family and professional responsibilities if they have children.

Based on the explanation above, the author found several problem formulations such as How to Apply the Political Economy of Media Theory in the Kick Andy Metro TV program with the theme Childfree. Based on the problem formulation above, this research aims to analyze editorial in commodifying content (commodification of content) an event becomes an interesting show so that it is worth broadcasting and worth selling so that it produces a profit for the company.

LITERATURE REVIEW

Media Economic-Political Theory

Media political economy theory is part of the macro theory. This theory is an old name that has been revived to be used to describe an approach that focuses more on economic structure than on the ideological content of the media. This theory suggests the dependence of ideology on economic forces and directs research attention to the empirical analysis of the ownership structure and working mechanisms of media market forces. According to this review, media institutions must be assessed as part of an economic system that is also closely related to the political system. The quality of knowledge about society, produced by the media for society, can be largely determined by the exchange value of various types of content in conditions that force market expansion and is also determined by the economic interests of owners and policymakers (Granham, 1979 in McQuail, 1996: 63).

The media political economy approach is also said to be a theoretical approach to media capitalism. This theory is aimed at an approach that focuses more attention on the economic structure rather than the ideological content of the media. This theory reveals the dependence of ideology on economic forces and directs research attention to empirical analysis of the ownership structure and working mechanisms of the media. In Garnham's review (1986: 123), media organizations must be assessed as part of an economic system that is also closely related to the political system. The quality of knowledge about society, produced by the media for society, can be largely determined by the exchange value of various contents under different conditions. forces market expansion, and is also determined by the economic interests of owners and policymakers.

Commodification

Commodification is an effort to change anything into a commodity or merchandise as a means of making a profit. In other words, commodification is the change of use value into exchange value.

Spatialization

Spatialization is related to the process of overcoming or, most accurately, the transformation of space and time boundaries in social life. Mass media desire to reduce space and time barriers to reach the audience quickly and as widely as possible. Henri Lefebvre (1979 in Mosco, 2009: 156).

Structuration

Structuration is a process by which structures are constituted out of human agency, even as they provide the very "medium" of that constitution, even really provides the "medium" of the constitution (Mosco, 2009: 185). This structuration theory was developed by Giddens (1984 in Mosco, 2009: 185).

Television

Television is a place where experts in the broadcasting field meet to collaborate to produce broadcasts in the form of information and entertainment. Television is a mass communication tool that has functions such as Surveillance, Interpretation, Linkage, Transmission of values, and Entertainment (Dominick in Elvinaro, et al: 2007).

Childfree

At the end of the 20th century, this term was born which is used to refer to people who choose not to have children. Childfree is a term that refers to people or couples with the choice not to have children. Childfree is different from childless. Childless means more the condition of someone without children due to circumstances. Meanwhile, childfree is a choice made by a person or partner. In Indonesian society,

childlessness seems to be more easily accepted or tolerated compared to child-free options. According to Grigoryeva (in Bicharova, 2015: 926), the concept of childfree was first introduced by American feminists Shirley Radl and Ellen Pek. They consider the term childfree a bit insulting because not having children is considered inferior. Therefore, to protect the rights of childless individuals, Sh. Radl and E. Peck started the first child-free community by giving it the name "National Organization for Non-Parents). The first child-free organizations only existed for a decade, but they formed the basis of a worldwide movement.

The concept of childfree was introduced in the 1970s, which was used to indicate the refusal of people of childbearing age from reproductive function, and with this it was believed that the birth of children would bring real tragedy to them because they did not need children. The child-free phenomenon was initially discovered by research in economically prosperous countries. Valeryevna (2018: 146) explains that several studies show that people who do not have children or are childfree are mostly young people, who have higher education, are professionally successful residents in big cities, and have less inclination towards religion and adherence to customs. , have material prosperity, are aware of the dangers and threats of modern society, have the thought that life is only for their pleasure, and have high levels of individualism and egocentrism. Apart from that, people who choose childfree are usually active on social media and internet forums.

There are several reasons behind the choice of childfree, including personal and financial problems, concerns about the child's growth and development, family background, and even emotional reasons or maternal instinct. One of the interesting reasons for this child-free option is for reasons related to environmental issues. In this regard, currently, the earth's population is increasing, but this is not in line with the health of the earth and food availability. So some people choose childfree as a way to overcome it and say it doesn't add to the burden on the earth. The term childfree still sounds foreign in Indonesia. This is different from several developed countries because childfree is no longer unknown and many choose childfree as their life choice. Most researchers who have analyzed the childfree phenomenon agree that the choice not to have children or be childfree is a form of deviation from the norm, contrary to the traditional model of the family as the essence of being human. The main cause of this is the reluctance of modern humans to experience the classical stages of life, namely education-marriage-birth of children. This child-free view is popular among researchers that families who choose not to have children are abnormal because they do not fully meet the criteria for a normal functioning family. Because of the role space in the family, there are no father and mother figures, and the most important consequence will be the loss of the child's educational and socialization functions. (Valeryevna, 2018:147).

METHOD

The type of research used is descriptive qualitative. Descriptive research is a research method that functions to provide an overview of existing phenomena.

Descriptive research describes the social reality being studied by providing an overview of the variable values based on the indicators being studied. Descriptive research aims to collect information or data about the phenomenon being studied, for example, the circumstances of an event or condition, and then information about the factors causing the occurrence of 'an event' can provide a detailed, sequential, and objective description. (Azwardi, 2018:61). A qualitative approach is a research approach that emphasizes reasoning, meaning, and descriptions of certain situations, as well as researching situations related to everyday life. Qualitative research is research that tends to use analysis and has a descriptive nature. According to Danin 2002 (in Wekke, 2019:34) qualitative research believes that facts are things that move and are discovered through the process of examining individuals through their relationship with existing social conditions.

Any information in research is expected to provide an accurate picture, description, and facts regarding certain events or conditions. Therefore, it is necessary to choose the right data collection technique, which is by the characteristics of the observation unit that will be revealed or known. The data collection technique itself is a method that can be used by researchers to collect data. (Aburrahman & Muhidin, 2011, p. 85). In conducting research, researchers collect data from various sources. The sources in this research come from two data that differ according to their nature. The two data are primary data and secondary data.

In-depth interviews are a way of collecting data or information by directly meeting informants face-to-face to obtain complete and in-depth data. The concept of in-depth interviews, namely: conversation with a specific purpose. Consists of two parties, namely: the interviewer who asks questions and the interviewee who provides answers to the questions asked by the interviewer. (Moleong, 2006, p. 176). In-depth interviews are a technique for collecting information data through face-to-face contact with informants to obtain complete and in-depth data in this research.

The secondary data is obtained through existing sources so it does not need to be collected by researchers themselves and can be useful for completing research data. The secondary data collection method is carried out using literature studies in the form of theories or information from books, articles/journals, company documents, company websites, as well as search results via the internet.

RESULTS AND DISCUSSION

After the researcher has carried out observations and interviews, in this chapter the results of the research that have been obtained will be presented. To discuss research findings regarding the Application of Media Political Theory in the Kick Andy Metro TV program with the theme Childfree. The author will present it in stages. Firstly, the author will explain the results of observing the production of the Kick Andy program, secondly, answer the problem formulation, thirdly analyze the research results and fourthly conclude from the research results. As mentioned before, this research is qualitative, so in this chapter, an overview and explanation will be presented and to discuss this research, the author uses the Vincent Mosco model of media political economy theory approach.

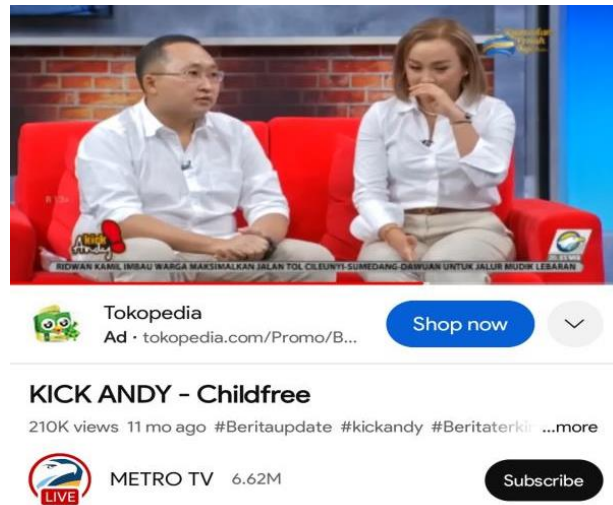


KICK ANDY - Childfree

The first guest stars were husband and wife couple Gita Savitri and her husband Paulus Partohap, who stated the reason for being Childfree they felt quite happy living together without children. Gita Savitri said that since childhood she never aspired and never had the desire to become a mother.



The next guest star was Victoria Tunggono who told the reason for Childfree, namely that when she was in middle school, she had a conflict with her mother, so this made her not want to have children.



The final guest stars were a husband and wife couple who said the reason for Childfree was because they were very happy living together. And they don't believe they can be good parents if they have children. They have also agreed that their inheritance will be donated to a foundation. Even if possible, they are ready to donate their body parts to those in need.

The media produces a television program, to obtain high shares and ratings, the audience is an important commodity for the media the masses in getting advertising and income, as well as getting maximum profits for Metro TV's Kick Andy program. This condition is in line with Mosco's explanation regarding the study. The program's broadcasts are related to the political economy of the media. The issues discussed can increase the ratings for the program and the ratings can be sold to advertisers.

CONCLUSION

Starting from an issue that went viral on social media, the Childfree issue has become an interesting discussion because it has pros and cons. Childfree is considered incompatible with nature, cultural, religious, and social aspects. This controversial issue can ultimately become an interesting issue and can be commodified to increase the rating of a program.

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