

## **ABSTRAK**

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
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**Konstruksi Relasi Laki-laki dan Perempuan dalam Program *Talk Show*  
“Rumah Uya” di Trans7**

**Tahun Skripsi : 2017 + 83 Hal + 3 Tabel + 17 Gambar**

**Daftar Pustaka : 32 Buku + 5 Jurnal+ 4 Sumber Online + 5 Skripsi**

Objek penelitian ini adalah program talk show “Rumah Uya”. Tujuan penelitian ini dilakukan untuk mengetahui bagaimana relasi laki-laki dan perempuan dikonstruksi oleh media televisi swasta yaitu Trans7. Program *talk show* “Rumah Uya” menceritakan hubungan antar manusia dalam kehidupan sehari-hari yang tidak luput dari masalah yang merusak hubungan tersebut. Permasalahan yang dialami oleh klien tersebut diangkat ke media untuk diselesaikan melalui tim “Rumah Uya”. Analisis yang digunakan dalam penelitian ini adalah analisis semiotika John Fiske. Pada Analisis semiotika John Fiske terdapat tiga level untuk mengetahui kode-kode muncul yaitu level realitas, level representasi dan level ideologi. Hasil penelitian ini adalah program *Talk show* “Rumah Uya” dalam membahas permasalahan cenderung memihak laki-laki dan menyudutkan posisi perempuan. Program *talk show* “Rumah Uya” masih menganut budaya patriarki yang menyebabkan bias gender antara laki-laki dan perempuan.

**Kata Kunci : *Talk Show*, Semiotika, Gender**

## **ABSTRACT**

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA  
THE FACULTY OF SOCIAL AND POLITICAL SCIENCE  
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THE CONCENTRATION OF BROADCASTING**

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**The Relationship Construction between Men and Women in the Talk Show Program of “*Rumah Uya*” on Trans7**

**Thesis Year : 2017 + 83 Pages + 3 Tables + 17 Figures**

**Bibliography : 32 Books + 5 Journals + 4 Online Sources + 5 Thesis**

The object of this research is a Talk Show Program entitled “*Rumah Uya*”. The purpose of this research is to find out how the relationship between men and women is constructed by a private television media Trans7. The Talk Show Program “*Rumah Uya*” reveals the relationship between men and women in daily life in which there are problems within. The problems experienced by those men and women (clients) are brought into the talk show in order to be solved by the “*Rumah Uya*” team. The analysis used in this research was semiotics analysis by John Fiske. In John Fiske’s semiotics analysis, there are three levels to figure out appearing codes, reality level, representation level and ideological level. The result of this research shows that the Talk Show Program “*Rumah Uya*” tends to take side towards the position of men and tends to corner women’s position. The Talk Show Program “*Rumah Uya*” has still been using patriarchal culture that leads to gender bias between men and women.

**Key Words: Talk Show, Semiotics, Gender**