



Image of "Host" in Infotainment Broadcast "SILET" (Semiotic Analysis of Roland Barthes)

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ABSTRACT:

This research is entitled Citra "Host" in the Infotainment Show "SILET" (Roland Barthes Semiotics Analysis). This research aims to determine the meaning of denotation, connotation, image and myth contained in a host in the infotainment show Silet that airs on RCTI. The method used in this research is descriptive qualitative and uses the semiotic theory of Roland Barthes, which presents the concept of connotation and denotation as the key to the analysis. This study's results discuss that many meanings are implied in a host when presenting infotainment shows. According to Thamrin Amal Tomagola, from the five images above, everything is related to the physical appearance that can be seen. This is included in one of the elements of the 5-p image (*pigura, pillar, pinggan, peraduan, perga*). Since the formation of image and meaning is born from a perception, each person will interpret something from a different point of view. The above explanation indicates that the female host is a professional when presenting an infotainment show.

Keywords: Semiotics, Image of Women, Host.

INTRODUCTION

Mass media has an important role in the communication process because it is easy to achieve communication. The mass media that is still very popular among the public is television. Based on the results of a survey conducted by Nielsen Dalam (Newman & Levine, 2012), television is still ranked at the top and is still the favorite media of the Indonesian people. Television performs the same function as other mass media, namely informing, educating, entertaining, and persuading. Television has become the dominant medium of mass communication around the world, not only limiting itself to certain people (Aceng, 2020).

Infotainment is an entertainment medium on television that is widely loved by various circles of society. This concept requires a kind of special fishing rod to attract the attention of the

public by inserting entertainment in the middle of the infotainment to attract the attention of the audience so that information as the main message can be accepted. However, recently the concept has changed its function and meaning. Television stations are currently more fond of reporting news about celebrity cases, infidelity, divorce, domestic rifts, drugs, celebrity sexual deviance, and celebrity conflicts, assuming that the public prefers gossip, cases and conflicts so that the ratings of the infotainment show skyrocket.

One of the informational channels in Indonesia is Silet, which is aired on the RCTI television station (Rajawali Citra Televisi Indonesia). The vision of the RCTI television station is "Main Media of Entertainment and Information." RCTI presents interesting and quality programs that make it the best choice for entertainment and information in Indonesia. The balance between business and social responsibility goes hand in hand. Meanwhile, its mission is "Together Providing Excellent Service" RCTI puts emphasis on the spirit of togetherness in order to foster joint efforts where all components of the Company, from top to bottom, are stimulated, coordinated and systematized to work as best as possible providing the best service.

SILET is an infotainment program with the highest rating obtained, which is two (Dwimarcahyani et al., 2019). This program has been known to the public since a long time ago (2002) with its distinctive slogan, namely "Everything is peeled as sharply as sharp, SILET!". This entertainment show reveals all sides of the mystery, from the lives of celebrities to life-shaking events or tragedies. Today, the Razor program is typical with its cheerful, feminine, and coy host nature in contrast to its early appearances that feature a more mysterious, suspenseful side and a serious host nature.

Through the change in presentation style from serious to cheerful and feminine in the Silet event, there is an interesting picture related to women's issues. This event reflects a change in the perception of women in the media and society in general. Initially, there was a tendency to present the presence of women in a serious and assertive style, but this change shows acceptance of the style of women who can also be cheerful, passionate, and have a feminine nature. In this context, the change reflects a social change that recognizes and reinforces the various dimensions of women's personalities, which are not only fixated on conventional stereotypes.

The figure of a woman, according to sociologist Thamrin Amal Tomagola (Calcamp, 2016), is centered on the 5-P elements, namely: frames, pillars, contests, plates and associations. The frame concerns and discusses biological beauty, the pillar discusses related to the household, the contest discusses those related to sex, the plate discusses related to the kitchen, and the last is association related to the affairs of the work environment, such as managing time between career and family.

As a host, it is required to have good speaking skills. Therefore, the choice of a host is very supportive in an event or program. The program will look interesting, livelier, and not boring if a host can guide the event well so that it can attract the attention of the audience who sees it. On the other hand, if a host is not good at hosting an event, then no matter how good the program

that has been designed in such a way will look boring and lifeless. The host plays a very important role in an event. The existence of the host is usually synonymous with the event he presents. Therefore, in addition to the event, the host figure also plays an important role so that it is remembered by the audience who sees it (Al Kautsar & Luqman, 2019)

The Razor Program plays a very important role as a host in supporting the program. A host with character will always be remembered by its loyal audience. When the audience remembers a host, then the program guided by the host will also be easier for the audience to remember. In addition, to attract the attention of the audience, the host has an important role in presenting an event, namely providing information or narration directly or through voice-over. The selection of the host is also appropriate in the Silet program because Silet is an infotainment program that broadcasts gossip and the lives of artists, so a host with a coquettish, cheerful and feminine personality is chosen. The requirement for a good prospective presenter is a person who is comfortable to see and listen to when guiding an event (Al Kautsar & Luqman, 2019). According to him, physical measurements such as beautiful and handsome are not the size to be able to appear in front of a television screen. The most important thing is the camera's face angle, which is comfortable to see in front of the camera.

Being a host is inseparable from the perception, representation and image that are attached. The representations that are constructed usually relate to stereotypes. It is even more important to consider depictions related to physical appearance (Burton, 2011:31-32). Image is defined as the impression that a person obtains based on his knowledge and understanding of facts and reality. Therefore, it can be interpreted as an image that is accepted by the environment as a result of observation, experience, and knowledge about an object or something seen. Body image is one of the topics that is often discussed among women. Current developments indirectly require women (through the mass media) to live various new lifestyles. Today's appearance is the benchmark of today's trendy lifestyle. The habit of most people paying attention to appearance every day has spread in society. We often find the image of women through the mass media, even more so in infotainment shows on television.

Previous research conducted by M, (Calcamp, 2016; Kennedy, 1997; Sarkar, 2014; Tuchman, 2000; Yunjuan & Xiaoming, 2007) entitled "The Image of Female Presenters in the Kabar Arena TV One Program (Semiotic Analysis of the Charles Sanders Pierce Model)" showed that the image of female presenters in the Kabar Arena tvOne program was 1) Women as an attraction to increase television ratings, 2) Exploitation of women's bodies as a media commodity, 3) Women were used as a product of capitalism. The difference between this research and the author's research lies in the object of the research and the theory used. The object of this study is to examine female presenters in the Kabar Arena Tv One program, while the author researches female presenters in the Silet infotainment program. The theory used in this study is a theory by Charles Sanders Pierce (Callaghan, 1986), while the theory used by the author is a theory by Roland Barthes (Allen, 2004).

Further research conducted by Rahim, Aulia., Siswoyo, Mukarto., and Hermawan, Abdul Jalil (2022) with the title "Women's Image in Mass Media (Framing Analysis of William A. Gamson and Andre Modigliani on Worklife Articles on the Wolipop Website)" shows that Wolipop has portrayed women in the mass media with good news, the meaning of describing women as inspiring, hardworking, and never giving up. Wolipop also supports gender equality to encourage women's empowerment. The difference between this study and the author's research lies in the object of the research, namely the article on the Wolipop website, and the theory used is the framing analysis theory by William A. Gamson and Andre Modigliani.

Next, research conducted by (Chew, 2019) with the title "Semiotic Analysis of Existentialist Feminism of the Character "Judy" in the Zootopia Animated Film for Students of the Faculty of Social and Political Sciences, Swadaya Gunung Jati University" showed that based on the semiotic analysis of the level of denotation, connotation, and myth, the character Judy in the animated film Zootopia has existentialist feminist values. The difference between this research and the author's research lies in the object of his research, namely the character "Judy" in the animated film Zootopia.

Based on this description, this study examines the depiction of the female "Host" on the infotainment show "Silet," addressing the following research questions: 1) What are the denotative meanings conveyed by the image of the female host in "Silet"? 2) What are the connotative interpretations of the female hosts' image in infotainment like "Silet"? 3) How do these representations contribute to the cultural narratives surrounding women in infotainment media?

RESEARCH METHODS

The research method used in this study is a descriptive qualitative method with a semiotic approach. According to Sugiyono (2013), the qualitative research method is based on the philosophy of postpositivism, where research is carried out on objects under natural conditions (not experiments). In this study, the researcher acted as a key instrument, with a data collection technique that was carried out in a triangulation manner (combining several techniques). Data analysis is carried out inductively/qualitatively and the results of the research emphasize more on meaning than generalization.

The object of this research is the Silet infotainment show, especially focusing on the host in the show. The data sources used include live shows of Razor, video documentation, and interviews with viewers and experts in the field of semiotics and media. The population in this study is all episodes of Razor shows during the research period, while the sample is episodes selected by purposive sampling based on the relevance and intensity of the host's appearance.

The research techniques and tools used include participatory observation, video text analysis, and in-depth interviews. Participatory observation is carried out by watching the show live and recording important details related to the host. Video text analysis is carried out to

identify and interpret semiotic signs in the appearance and behavior of the host. In-depth interviews are conducted with viewers and experts to gain a deeper understanding of the meanings that emerge.

The data analysis technique used in this research is Roland Barthes semiotic analysis, which includes denotation and connotation analysis. Denotation analysis identifies the physically visible meanings of the host, while connotation analysis uncovers the implied meanings and their contribution to the formation of myths in popular culture. Thus, this study aims to reveal how the signs in the Silet show interact with viewers' feelings, emotions, and cultural values.

RESULTS AND DISCUSSION

Introduction to the SILET Programme

Razor is an entertainment information program that contains the lives of Indonesian artists and reveals facts about events around mysteries, or tragedies that shake lives. This event is broadcast every Monday to Friday from 09.30 to 10.45 WIB and was first presented by Feni Rose. Meanwhile, the presenters/hosts at this time are Estherlita Corraima, Saira Saima, and Widi Dwinanda.

It first appeared on October 21, 2002 at 11.30 WIB with an initial concept with a dark gothic theme and there was a mystical impression in it. Although at the time, "Razor" was a program that uncovered the stories and cases of celebrities, but the program focused on mysteries, mystical things, myths, superstitions, and investigations. Over the years, there were fewer entertainment elements on the show. On February 25, 2011, Silet changed to a "real" infotainment program by showing several reduced mystery shows.

On November 1, 2016, Silet decided to change the format of its event. The initially gothic shades became more common and had a more cheerful look. In addition, for the first time, it uses a logo with a red circle background, replacing the previously known "creepy" logo that has been used since 2002. As the episodes increase, the number of new presenters also increases. Razor began to leave an impression of mystery that lingered for 14 years. Due to the change of things to be similar to other infotainments, many netizens regret this, but some still support this decision. Prior to this, Silet was known as an infotainment program whose atmosphere and presentation were different from other infotainment programs.

The award obtained by the Razor event was in 2005 nominated in the Infotainment Program category at the Panasonic Awards, and from 2006 to 2016 it became the winner in the Infotainment Program category at the Panasonic Gobel Awards.

Linkage to the 5-p element

According to Thamrin Amal Tomagola from the five images above, everything is related to the physical appearance that can be seen, this is included in one of the elements of the 5-p image (frame, pillar, plate, contest, association).

The frame element here explains how important it is for upper-class women always to look attractive. This element concerns biological beauty or that concerns appearance, such as the appearance of the host of an event. In order to always appear binding on a woman, moreover, the host is required to have an attractive and comfortable appearance. In addition, in the sense of a pillar, a woman is described as the main character of the household. This is based on the opinion that although women and men are equal, they are still different. Similar to the host profession, not all events are guided by a male host as for example at the Razor event.

The element of the contest is based on the assumption that women are only used as objects of male fantasy, especially in the sexual realm. Some of the program programs are guided by hosts whose appearance can be quite sexy as a characteristic of a program. But unlike the razor, the host has a unique style, appearance and carrying. For the style of dress there is a slight change from Razor at the time of first appearance and current. When this program first aired, the clothes used were gothic with a sense of mystery while currently the clothes used by the host are more feminine and show a cheerful impression. This shows as a characteristic of a program to be remembered by the audience.

The element of plates explains that no matter how high a woman's education and career she brings, the world of the household and kitchen is an unavoidable world. Many women work as a host with a high income, but she does not forget her obligations as a mother and wife, as is the nature of women.

The element of association explains that women also want to be accepted in a certain social environment. The woman is described as a creature whose mind is full of worries and shortcomings. Therefore, women need to pay attention to their appearance in order to appear attractive.

The Meaning of Denotation and Connotation and Image Formed in Female Hosts in SILET Impressions



Picture 1. A host is linking her hands in front of the body (February 28, 2024)

The picture above shows a sign that there is a woman standing upright in a studio with bright lights and wearing patterned black clothes. There was a woman hosting an event in a studio with this bright light as a signifier. A tall, slender woman is leading an event with bright lights on with a gesture of hands linked in front of her body and a cheerful expression, which is a sign of

the picture. It can be seen that a host is wearing black ethnic clothing. Women like this are usually very meticulous or detailed when dealing with various problems.

The denotation meaning of the movement of linking the two hands can be interpreted as a physical movement, namely, the host brings their two hands together. Literally, this gesture shows the physical involvement and deeper focus of the host on what they are saying or presenting to the audience. Linking your hands is a gesture to reduce panic.

As for the meaning of the connotation, which is linking the two hands describes a confidence signal because some people who often use this gesture do it while smiling (Pease, 2004). In addition, the movement is a form of elegance of a woman, thus strengthening the image of women as a graceful and calm person. Linking your hands can reinforce the impression that they are conveying important or serious information to the audience.



Figure 2. A Host With a Gesture Moving One Step Forward (March 5, 2024)

The image above shows a sign, namely a host advancing one of his legs forward, in this movement the host advances one of his legs (left foot) one step away from his other leg (right foot) forward and stares at the camera (signifier). A host can be seen talking while moving one foot forward, a sign that he wants to start delivering infotainment news to the audience (signified).

The denotation meaning of the movement of moving one foot forward is a physical movement, i.e. the female host moves one of her legs in front of their body. This movement can be used to create variations in posture and avoid a stiff impression when speaking in front of the camera or the audience, this movement is also an etiquette for women when standing and providing balance when standing. So that the image formed in a host is confident and gives an elegant impression.

The connotation of this gesture can create the impression that the host is taking control or taking the initiative in a particular situation, and it is a way to grab the audience's attention or emphasize the key points of the conversation. By moving one foot forward, the host tries to draw the audience's attention to themselves or to the information being conveyed.

The image shows a host wearing tight clothes for the top. A woman who wears a top or tight shirt is a person who wants to show that she is sexy and attractive to the opposite sex

(Arifuddin et al., 2016a). With this style of clothing, the self-image that is formed is that a host wants to show his slim body shape and have an ideal body. In addition, in the image a host wears a tight down or short skirt. Wearing tight bottom clothes, according to (Arifuddin et al., 2016a) women who wear tight bottom clothes want to show the beauty of their feet. Women like this form the image that a host is a simple and deftly woman in acting.



Figure 3. You can see the expression of a host smiling broadly (March 1, 2024)

The picture above shows a sign showing the expression of a host smiling widely. Next, it can be seen that a host is guiding a news with the host's expression smiling wide, lips open and teeth visible towards the camera (signifier). There is a host standing tall wearing a brightly colored floral dress staring at the camera with a big smile while presenting a news. The expression aimed at by the host indicates that the news that is being presented is good news (signified).

The denotation meaning of the expression displayed by the host shows a wide smiling expression. The facial expression of the female host displays a wide smile, namely open lips and visible teeth. This expression is generally considered positive and can be caused by a pleasant situation or a pleasant interaction.

The connotation of the picture can be interpreted as happiness or cheerfulness, confidence, and being able to control the situation. Smiling can show that a person is in control of the situation and keeps a person calm even in a critical situation (Arifuddin et al., 2016a). It can also be interpreted as a sign of politeness, friendliness, or kindness. Smiling broadly can create the impression that the host is a friendly and approachable person, which can improve their relationship with the audience. In addition, this expression can be interpreted that the host is also happy with the news he conveyed, namely a Indonesian actress (Kiki Amalia) who welcomed the birth of her first child.

A bright smile like this shapes the self-image of a host into a cheerful, jovial, and friendly woman. It can be seen that a host is wearing a floral dress and flowing hair adds to the impression of elegance and cheerfulness.



Figure 4. Host Expression Raising Eyebrows (March 29, 2024)

The image above shows a sign of a host raising both eyebrows. A host raises the front of his eyebrows (signifier). The expression of raising the front of both eyebrows indicates a sense of sadness, discomfort, and surprise at the news that is being brought. The host was also saddened by the news of the death of the soap opera player *Tukang Ojek Pengkolan* (Sopyan Dado) (signified).

The meaning of the denotation of the expression intended by the host is to raise both sides of the front eyebrows facing the camera with both hands in front. Gestures like this are natural movements or reflexes on the face when the host is delivering news or information. It can be caused by surprise, worry, sadness, or even just as a reflex movement. Thus reflecting that women have an image as a person who has a soft heart, and has high empathy.

The connotation meaning of this expression can be interpreted as a sign of surprise, worry or confusion. Such facial expressions will be seen in people who are in mourning, experiencing all forms of loss, those who are in pain as well as people who are generally uncomfortable with life (Allen & Pease, 2004; Arifuddin et al., 2016b; Barbara, 2004; Cantrell, 2015) In this case, the host mourns and feels sadness, grief, and loss for the news of death that he brought.

The color of the clothes worn by the host is earth tone or earth color (brown). Brown or calm colors signify a very sad, surprised, heartbroken, unhappy, and moody mood. (Mulyana, 2016)). This color can reflect the image of a host as a woman who seems calm, gentle and loving.



Figure 5. The fingertips of a host who met each other (February 29, 2024)

The picture above shows a host forming a sign tower. Next, all the fingertips of a host that touch each other or stick to each other (signifier). It can be seen that all the fingertips of a host

meet each other, which indicates the host's confidence in bringing news (signified). Forming this hand tower shows a very high attitude of confidence. This style is widely practiced by professional people. Therefore, the image formed is that a host is a woman who is firm and professional in doing her work.

The color of the clothes worn is yellow. The yellow color reflects a person who is pleasant, carefree and joyful (Mulyana, 2016). So that the image that appears from a host is a friendly, carefree and fun person. The meaning of the denotation of the movement is a variation of the physical movement of a host whose fingertips are all touching each other. This gesture is a natural hand gesture or reflex of a host while delivering news or information. The connotation of the movement is the confident attitude of a host in delivering a news. This gesture shows that the host is confident in his thoughts and position (Karlins and Navarro, 2014). It can also be interpreted as unity or cooperation between the host and the audience.

Myths on Female Hosts in RAZOR SHOWS

Figure 1 shows a host with his hands linked in front of his body, which can be part of certain myths related to professionalism, control and trust. Linking both hands can give the impression of professionalism that the host is very skilled and confident in delivering news or information to the audience. And it can also be interpreted that a host as a holder of control in hosting a show. This can be seen as an attitude that shows that they are confident in what they are saying, thus making the audience believe and respect the opinions or information conveyed. In addition to being able to describe a trust, linking both hands can also give the impression that the female host is a trustworthy and reliable figure.

Figure 2 shows the host moving one foot forward. Moving one foot forward can be part of certain myths associated with the image of professionalism, confidence, and assertiveness. Moving one foot forward can give the impression of professionalism that the host is ready to convey information to the audience. This gesture can be considered a sign of their dedication to doing a good job and attentively. When it comes to confidence, moving one foot forward can give the impression of high confidence in themselves and in what they are saying. This can affect the audience's perception of their confidence level and confidence in the information being conveyed. As for firmness, the movement can also interpret firmness and readiness to face challenges. This can be seen as an act that shows that the host is ready to face any situation with courage.

Figure 3 shows the host delivering the news with a big smile. Smiling broadly can be part of certain myths related to joy and sincerity. The matter of joy, smiling broadly can be seen as a sign of joy and enthusiasm from the host and gives the impression that they enjoy their work and feel the joy of the news being brought. This creates the myth that being a part of the infotainment industry is a fun job. As for sincerity, smiling broadly can be considered a sign of sincerity and honesty in conveying information, this can affect the audience's perception of the host's reliability.

Figure 4 shows the host putting up an expression raising the front ends of his eyebrows, which can be part of certain myths related to surprise and worry. The expression of raising the two ends of the eyebrows can describe the myth of surprise and worry, this expression can give the impression that the host is surprised and worried about the news he is conveying, this gives the image that the host must feel the feelings of the information he conveys, and also that the host must actively participate in the carrying, expression and style of speech when delivering the news.

Figure 5 shows the host putting all his fingertips together, which can be part of certain myths related to professionalism, confidence, and unity. The movement can also create an impression of professionalism, this can create an image that female hosts are very competent and confident in delivering news. Then for confidence, all fingertips meeting each other can be considered an act that describes high confidence, this can create an increased sense of trust in the audience towards the information conveyed by the host. Meanwhile, in terms of unity, this movement can describe unity or cohesiveness between the host and the working team as well as the audience, this can create a sense of harmony between the host and the audience.

CONCLUSION

Women's involvement in television shows is often trapped in the image of gender bias. However, gender equality is currently upheld in all aspects, including hosting a show. Being an infotainment host is not an easy matter, he must be able to position himself in front of the camera, know the ethics of how he stands and guide the show. Professionalism will radiate if a host has been good at presenting an infotainment that he guides. The meaning of the denotation on the host in the razor infotainment gives us an understanding that the host in the razor show is beautiful, tall and feminine in appearance. While the meaning of the connotation is that the Razor host has an ideal, tall and feminine body giving the impression of cheerfulness and elegance. The various expressions and body movements displayed by a host while hosting an event can be part of certain myths related to professionalism, confidence, and emotional connection with the audience. These gestures and expressions can create the impression that the host is a skilled, confident, trustworthy, enthusiastic, and empathetic figure, thereby increasing credibility and connection with the audience. Then it can be concluded that the image conveyed by the host of the Silet infotainment program is a good image and the host of the Silet program is a professional in presenting an infotainment show. This is in line with the vision, mission, and image that RCTI wants to show, which is to become the best television for entertainment and information in Indonesia by presenting interesting and quality programs and providing the best service.

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