

## ABSTRACT

### CHILDREN WORLD CONSTRUCTION IN TELEVISION

*(Content Analysis to Children Advertisement on Rajawali Citra Televisi Indonesia from the period of March to August 2004)*

by  
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The core problem that has been analyzed in this reseach is how children world is constructed by children advertisement in Rajawali Citra Televisi Indonesia.

The objective of the reseach is to clarify wheter there is or there is no children world construction process in the children advertisement on television.

Methods that has been used in this research is quantitative content analysis, with the population is the whole children advertisement during the children shows/programs in Rajawali Citra Televisi Indonesia on every Sundays from the period of March to August 2004. Sample has been drawn through using sytematic sampling determined by ratio, and the tests of hypothesis using the non-parametric chi square.

Hypothesis of the research has been develoved as follow: If there are illustration of gender, children modeling/figure, children world's life space/setting, children behavior characteristics, and children representation of Indonesian culture, there is the process of consruction of children world in the advertisement of Rajawali Citra Televisi Indonesia from the period of March to August 2004. There are five Sub-hypotheses supported to the main hypothesis and stated as follows: (1) there is a process of construction of children world in the children television advertisements which is sourced from gender illustration; (2) there is a process of construction of children modeling illustration; (3) there is a process of construction of children world in the children television advertisements which is sourced from the children life space/setting illustration; (4) there is a process of construction of the children world in the children television advertisement which is sourced from the children behavior characteristics illustration;and (5) there is the a process of construction of children world in children television advertisements which is sourced from the children representation of Indonesian culture illustration.

The statistics test result have shown that the hypothesis is significant, so it is concluded that there is process of construction of children world in the children television advertisements and this process has been triggered by the illustrations of gender, children modeling/figure, children world's life space/setting, children behavior characteristics, and children representation of Indonesian culture.

This reseach has finally recommended: (1) the RCTI (and other TV station in general), to thoroughly select children advertisements based on their social and ppsychological development, and to show those advertisements during the children shows/programs; and (2) the company as well as advertisements designers (visualizer, copywriter) to comprehensively understand to phases of children development and the regulation of the human rights of the children as recommended by the United Nation Organizatiton (UNO) conventions, so the products of advertisement will have either strong moral base or high and respectfull ethics.

