

# PROKES IN TALK SHOW AND ELECTRONIC CINEMA: REPRESENTATION OF SOCIAL GROUPS' RESPONSES TO KPI REGULATION

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## Abstract

The Covid-19 pandemic has changed all lines of life, especially human hosts on talk shows and artists on electronic cinema are obliged to wear masks during the broadcast. The use of masks as an implementation of *Prokes* is accordance with KPI regulation to prevent the infection of Covid-19. The formulation of the research problem to describe how is the representation of social groups in responding to Deddy Corbuzier's post? The purpose of this research is to find the representation of social groups in responding to Deddy Corbuzier's post. The research design is in a qualitative with a descriptive approach. The research data are netizens expressions that come from Deddy Corbuzier's account. The data collection technique used was the observation and note-taking techniques. Data analysis uses critical discourse analysis and Representation with discursive constructs. The results show the representation of social groups that supported Deddy Corbuzier, as for the social groups: (1) verified accounts from the public figures (2) social groups of workers who presented complaints related to *Prokes*, and (3) unidentified groups represented variations such as KPI and electronic cinema. This offense is done by means of blasphemy, criticism, evaluation, and suggestions. The information representation of groups one and two are clear, while group three variegated cause conflict.

**Keywords:** *Prokes in Talk Show and Electronic Cinema, Representation of Social Group, KPI Regulation, Discourse Analysis*

## Introduction

The increasing trend on January 13, 2021 related to the confirmation of Covid-19 reached 858,043 [1] and societies who did not care about *Prokes* due to imitating what was shown on television (TV) urged the Task Force (Satgas) Covid-19 Handling to request KPI (Indonesian Broadcasting Commission) to help release a list of TV stations that do not comply with *Prokes*. This was done by the Covid-19 Task Force, so that the trend of being infected with Covid-19 would decrease. However, there are entertainment programs such as variety shows in fact hosts and guest stars do not comply with *Prokes*. For example: It is only use a face shield without a mask in attending events on the screen.

*Prokes* violation is not only experienced by 1 program in one television station, but there are several programs from

11 television stations that allegedly violate health protocols by not using masks, face protectors, and social distancing [2]. The existence of this case drew criticism from Deddy Corbuzier who questioned the wearing of masks on talk shows and did not wear masks in electronic cinema. The criticism was uploaded by Deddy Corbuzier in the form of a video post that Instagram users saw reached 2,829,541 views with 17,370 comments with a variety of responses.

In this case, netizens experienced global ownership of issues that developed on social media without space boundaries in the following and discussed issues in the public sphere realm [3]. The existence of this public sphere is created through social media, Instagram can convey a programming perception of the content of messages, opinions, and dictions formed in

the public space [4]. With the development of technology, communication conducted by netizens through social media makes it easier for people to interact, get information, and voice their opinions [5]. Here, social media is as a platform to make it easier for users to represent themselves or interact, collaborate, share, communicate with other users, and form virtual social bonds [6].

Referring to [7], the idea of the public sphere is a space that provides an opportunity to be able to discursively express opinions, interests, and needs. The public sphere is not only a legal institution or organization, but also a part of the communication process between netizens themselves [8].

Previous studies on the responses of netizens on social media have been conducted by researchers from different linguistic perspectives such as dysfemism, sentimental expressions, language modesty, profanity of speaking slurs, sarcasm, speech action, and positive and negative responses [9], [10], [11], [12], [13], [14], [15], [16], [17], and [18]. In addition, several studies have conducted studies on how policies taken in an order taken by the government reaped the response of netizens. Meanwhile, [19] explained that online media Detik.com focus more on the response from Yasonna Laoly regarding those who disagree with the policy of release of inmates in the midst of the Covid-19 outbreak.

In addition, research on netizens' responses and public opinion about Covid-19 on social media has been reviewed by [20] found that netizens' responses on Facebook with situations of responsiveness and attention, panic buying and hoarding, staying positive in the midst of storms, worries, realities and expectations about the situation, and concerns about the future. The most dominant netizens' responses are fear and concern that the situation can be a step by the Singapore government to take steps to calm its netizens in the Covid-19 situation. [21] revealed that there is a category of netizens comments on Covid-19

news published by Inside Lombok which includes neutral category comments and approving and doubtful and defiant category comments. [4] reviewed the establishment of public opinion on social assistance programs infected with corona virus by the Provincial Government of DKI Jakarta that produced the image from public opinion. [22] explained that the response categories of netizens in corona news on CNN Indonesia include numbers and measurements, bodies and individuals, social attitudes, state and process, government and the public, and movement of travel and transportation locations.

[23], [24], [25], and [26] examined representations analyzed from the perspective of critical discourse analysis and semiotics focusing on novels, newspapers and social media.

This research is related as a map of the sustainability of previous research. This research examines the representation of netizens who side with Deddy Corbuzier, but there is a shift in commenting, namely the presence of new participants who offend KPI and electronic cinema. This concept is a new concept in linguistic studies. Therefore, this study aims to find the representation of social groups in responding to Deddy Corbuzier's post to KPI regulation.

### **Methodology**

The research design was qualitative with a qualitative approach. The research data are netizens' expression whose account have a verified account and unidentified. Data retrieval comes from Deddy Corbuzier's account posts criticizing KPI's policies regarding health services on talk shows and electronic cinema on February 11, 2021. There are 70 netizens responses representing comments on Deddy Corbuzier's posts. Netizens responses are categorized based on the type of account in the profession and background. The data collection techniques used were observation and note-taking techniques. Data analysis uses

critical discourse analysis [27] and representations with discursive constructs [28]

### Findings and Discussion

Representation of social groups that provide support for Deddy Corbuxier, there are 3 groups from different backgrounds including: verified accounts from public figures, social workers' group, and unidentified group. The three groups were identified as group that caused conflict, because they gave rise to variations in expressions that offended KPI and electronic cinema. The response has shifted in the form of an allusion to other parties.

### Verified Account from Public Figures

Verified account is a symbol used by social media websites such as Google, Instagram, Facebook, Pinterest, Twitter, Youtube, and Grab. The verified account ownership group on the Instagram account refers to public figures, celebrities, athletes, and brands [29]. The quote below shows a supportive response to Deddy Corbuzier who linked KPI and electronic cinema by providing suggestions, complaints, and prohibitions.

- (1) **dr.tirta:** *Dari 2-3 mnggu lalu udah menyarankan agar @kpi pusat diskusi dengan satgas covid dan perwakilan beberapa temen2 reality show yg live terutama mengenai sinetron. Sampe detik ini belum ada update baru. Kayanya ide bagus kalo @kpi pusat hadir sekalian di podcast, mengenai aturan.*
- (2) **anggacandraaa:** *Hadirkan di podcast om dedy, Terus ajak ngobrol 1,5 jam, terus suruh pake masker om*
- (3) **andreastaulany:** *Apalagi kalo ngelawak pake masker .. susah bro .. kagak ada yg ketawa*
- (4) **sengklekman:** *Jangan sampe di animasi juga harus pake masker untuk taat protokol*





- (5) **ivan\_gunawan:** *setau aku di sinetron malah terjadi cluster .... ☹️*

The data above comes from a public group of figures consisting of @dr.tirta, @anggacandraa, @andreastaulany, @sengklekman, and @ivan\_gunawan whose accounts have a verified account mark. In the data (1), @dr. tirta who has the full name dr. Tirta Mandira Hudhi known by the nickname Cipeng is a young doctor, as a volunteer in the face of corona virus in Indonesia, graduates from Gadjah Mada University. In his comments, he advised KPI to have discussions with the Covid Task Force regarding the wearing of masks at electronic cinema. This advice comes from public representatives who have a Reality Show show with the regulation of wearing masks during the event. Unfortunately, the message delivered by dr.tirta to KPI chairman has not reaped results, although the message delivered has been since 3 weeks before Deddy Corbuzier uploaded a video post in the form of criticism. Because no certainty is obtained, dr. Tirta advises Deddy Corbuzier to invite KPI in a podcast on Deddy Corbuzier's Youtube channel to more clearly discuss the regulation that KPI enforced on talk show and electronic cinema with the presence of KPI, it will provide clarity for the public figures who work at talk show. This suggestion was supported by anggacandra who is known as Youtuber with 6.6 million subscribers who are famous for 'prank false' in their content. The presence of KPI in Deddy Corbuzier's podcast is awaited with the hope that KPI can feel what the public figures feel in the Reality Show using masks with a duration of 1.5 hours in discussions.


The response of @andreastaulany to data (3) provides a complaint against the use of masks when comedy. He feels how hard it is to make people laugh when he is comedy wearing a mask at the famous event that Raffi Ahmad led in the talk show "The Sultan" on RCTI. The owner of this account

is known as Andre Stinky, who played a musician before becoming a comedian. Apart from that he is also known as an actor and comedian. Meanwhile, data (4), @sengklekman, known as Julian Syahputra El Islami, is an activist for animated series on Youtube. He warned that animated films should not use masks even though there is enforcement in accordance with the protocol. This prohibition was conveyed so as not to happen, because it would seem strange if an animated film uses masks.

Whereas @ivan\_gunawan thinks that electronic cinema is the corona virus cluster, because there is no use of masks when acting in data (5). He gave a response like this as a form of anxiety because of the use of masks on Trans TV shows "Brownis" and "OOTD" as the host. In addition, he is also known as the *Super Duper Mega Bintang* with the nickname Igun. He is also known as a fashion designer with his own brand called Mandja Ivan Gunawan. Furthermore, the response of admiration dedicated to Deddy Corbuzier from the public figures below.

- (6) **jendamclover:** *Emang idola kau Om.. hormat aku sama kau*
- (7) **rigensih:** *Wahhh terima kasih, Om!*  

- (8) **belvinvvip:** *Speak up terus om* 
- (9) **rizkyfbian:** *Wahh terwakilkan banget om,* 
- (10) **gusmiftah:** *Kamu tuh salah bro @mastercorbuzier, salah kalau nggak segera ngomong gini.....*
- (11) **satriavijie:** *Nah... sangat mewakili perasaan byk orang ini om @mastercorbuzier hahaha...*   
*Skrng sedih klo liat talkshow apalagi yg komedi di tv jd ga kliatan gto mukanya, klo sebelum2nya kan pake faceshield masih keliatan gto mukanya cakep2, mimik muka pas ketawa..*  
*Kalo skrg jadi kliatan maksain.*  
*Bisa2 nanti iklan2 di tv jg pada pake*

*masker jg nih.*  
*ngga aneh org skrg kabur ke media yg lain jdnya.*

Data (6), (7), (8), (9), (10), and (11) are responses from the public figures @jendamclover known as Jenda Munthe is a youtuber and content creator, @rigensih is a stand-up comedian, host, actor, MC, singer and youtuber, @belvinvvip as investor, trader and entrepreneur, @rizkyfebian as artist, singer, vlogger, and youtuber, @gusmiftah with the full name Miftah Maulana Habiburrahman known as a scholar, a graduate preacher from the Indonesian Islamic Student Movement (PMII) UIN Sunan Kalijaga Yogyakarta, and the leader of the Ora Aji Islamic boarding school in Sleman, Yogyakarta, and @satriavijie in data (11) is the Brand Ambassador from @converse\_id @insight51\_id @fellapod @iamkalibre @etaks.store  @scratchskateboards @scratchvisible, which has 139,000 followers on its Instagram account. They responded in the form of support for Deddy Corbuzier, because he dared to say what public figures were complaining about on social media by tagging directly to KPI on video posts on his Instagram. Meanwhile, Satriavijie requires expressed his concern about the way Talk Show and comedy on TV wearing masks. The sadness that you feel is conveyed, because when the artist is doing work, you cannot see the facial expression when presenting the event. He considered that the KPI regulation which required every television program to wear a mask was an imposition. The worst that could happen is the advertising sector. Therefore, many artists choose to use other media such as Youtube to express themselves.

### Social Workers Group

Social Workers are a profession that provides assistance of services to individuals, groups and communities in

government and private institutions. This social worker group was identified as a group that expressed complaints about the use of masks in the work system during the Covid-19 pandemic.

- (12) *Aku kerja bersih2 kantor 3 lantai sendiri, pake masker selama jam kerja, pengap sih malah gerah dan karna harus menjaga protokol kesehatan, saya setuju dgn Om @mastercorbuzier apa yg di bilang dlm unggahan nya, sinetron deket2 pelukan gandeng tangan, kadang tatap muka deket2 ( kaya mau ciuman) menurut aku ya om, tapi ini malah menjadi ajaran yg ngak mendidik juga om Dedy malah di tiru nanti sama bocil2 yg masih di bawah umur, menjadi ajaran pacaran peluk2 kan waduhhh kacauu 😏😏, alangkah baiknya adegan yg mesra2 itu di hilangkan demi mendidik anak di bawah umur, kadang klo ada keluarga nonton sinetron yg adegan nya muka tatap2an kita sendiri yg menjadi anak malu rasanya 😏😏*
- (13) *1 jam pengap. Gmn tenaga medis 5-6 jam ditambah full hazmat dll. Dgn aktifitas full room. 😏*
- (14) *Saya petugas customer care, pakai masker dr pagi sampai sore malahan, gk cuma 1-2 jam tp 8jam @mastercorbuzier lebih pengap lagi om*
- (15) *@mmmmaaaalllaaa gak ngerti ae nk awkdewe kerjo pabrik, ngadek gawe double masker 8 jam 😊*
- (16) *Gw aja pengap bgt ngajar dan ngomong pake masker 8 jam sehari, 5x seminggu*
- (17) *Gw aja pengap bgt ngajar dan ngomong pake masker 8 jam sehari, 5x seminggu*
- (18) *Ane 24 jam pake masker, buka masker pas makan aja om..dulu pengep, skg alhamdulillah dah biasa dan wajib om.. 🙏🙏*

Social workers' group in data (12), (13), (14), (15), (16), (17), and (18) work as cleaning services, medical personnel, customer service, factory workers, and teachers. The data above reveals the use of masks during working hours which range from 5 to 24 hours per day. Data 1 reflects the complaints of social workers who work as cleaning services in offices feeling stuffy and the use of double masks in wearing masks during working hours, because they comply with health protocols. He added by agreeing with Dedy Corbuzier's statement that the electronic cinema did not educate minors in the scenes it played. He added a suggestion to eliminate electronic cinema that carry out scenes that are not pleasing to the child's behavior.

### Unidentified Group

Unidentified group is a group that cannot be known based on the background on the accounts they have. This group is detected as a nuisance who can create conflict with other parties in responding. The data below reveals a blasphemous response to KPI regulation.

- (19) *@kpipusat Organisasi ga guna*  
 (20) *Emang kaga jelas kpi hahaha*  
 (21) *@kpipusat woy taik*

Netizens who cannot be identified based on background or profession in the data (19) and (20) gives a blasphemous response. The blasphemy delivered by the netizen reveals that the KPI is a useless and unclear organization with predetermined regulation. The regulation made are only beneficial for one party and detrimental to other parties. While datum (21) describes obscene speech with the meaning that the regulation made by the KPI are just nonsense. This response continues in the form of criticism below.

- (22) *Haha benar sekali, selain protokol kesehatan yg gak becus, tontonan sinetron sekarang banyak tapi ngak jelas dan gak wajar sedangkan tontonan anak makin kurang masa sekarang anak tetangga gua umur 4 tahunan udah nonton sinetron*

*tentang cinta2an sumpah kpi kurang tegas ni kerjanya tidur atau ap ya?*

- (23) *Gk habis pikir aku om KPi ini. Bagus nya Suruh itu anggota nya itu nah banyak melanggar pas rajiah duduk berdempetan Di jalan naik mobil. . Seedang kan om dedy di suruh jauh jauh sampai 2 meter 😊 kurang ap coba. Permainan aj ini on. Mau cari kesalahan om ini*

Criticism uttered by the netizens offended KPI and electronic cinema. In data (22), netizen supports Deddy Corbuzier's idea by criticizing KPI and electronic cinema regarding inappropriate health protocols by adding criticism to KPI regarding electronic cinema that should not be broadcast, instead of being reprimanded. The electronic cinema that are currently being displayed do not favor children's viewing. The more they come here, the children's shows are decreasing, instead the electronic cinema about romance that are featured in the shows that have been allowed by KPI. The response to data (23) alludes to the KPI regarding its members who violate the *Prokes* in their activities. In this case, he compared KPI members with the event hosted by Deddy Corbuzier. He considered that the KPI regulation regarding the Deddy Corbuzier program were limited to finding mistakes without any clear cause. Furthermore, netizens provide evaluations to KPI and electronic cinema.

- (24) *Hukum harus adil, jika sinetron diperbolehkan tanpa masker, maka lawak, talk show, popcast, juga harusnya diperbolehkan tanpa masker (yg penting dilokasi syuting standar jaga jarak dan ada sarana protokol kesehatan). Aneh aja lawak pakai masker gimana bisa kelihatan ekspresi lucunya ?. Ayo KPI jangan ambil job pelawak dng membikin kebijakan / aturan yg lucu..!! 😊*

Netizen on data (24) questions electronic cinema being allowed to perform scenes without wearing masks. He revealed that there was no legal justice between

electronic cinema, talk shows and podcasts. In his speech, if one is allowed without wearing a mask, then all programs that are broadcast are not wearing masks, but still pay attention to protocol by keeping a distance while filming takes place. If a comedy show, the comedian wears a mask, it looks strange, as the audience cannot see the humorous expression performed by a comedian in carrying out his role. Therefore, he gave a response in the form of anticipation at the end of the sentence by alluding to the KPI so as not to act as a comedian in making rules. For this reason, netizen provide input to KPI on electronic cinema that deserve to be broadcast.

- (25) *@mastercorbuzier om tolong bilngin juga ke @kpi pusat kami rindu film sincan, goku, powerranger, Naruto, bukan film azab2 KU MENANGIS !!! 😊*
- (26) *@kpi pusat hapus sinetron, tolong tayangkan kartun dan anime*

Data (24) and (25), netizens ask Dessy Corbuzier to provide input to KPI to broadcast cartoons and anime, such as Sincan, Goku, Powerranger, and Naruto. They expressed the longing for children's films that is getting lost nowadays. Meanwhile, films in the form of punishment or electronic cinema that can disturb one's mindset are not shown on television.

The findings in this study have similarities and differences with previous studies. This study has similarities with the research of [18] which both examined the responses of netizens in the realm of social media. The difference is that [18] focuses on positive and negative sense responses to the discourse of the Indonesian Princess Election, while this study examines the representation of netizens who are identified as social groups based on background and profession. Another research that supports the response of netizens on social media is [20]. The difference is [20] research examines the response of netizens on Facebook regarding the situation during the Covid-19 pandemic.

This research focuses on the representation of netizens which are identified as shifts in commenting.

### Conclusions

*Prokes* that have been established by the government to prevent the spread of Covid-19 have raised a problem raised by the KPI at an event on television stations, to be precise about wearing masks. In this case, Deddy Corbuzier responded to the existence of KPI regulation that were considered unfair through social media, namely Instagram. In this case, netizens have the potential to spontaneously form public opinion. The responses given by this netizens are a concern for policy. There is a response representation in support of Deddy Corbizier who identified 4 social groups: (1) verified accounts from the public figures (2) social groups of workers who presented complaints related to *Prokes*, and (3) unidentified groups represented variations such as KPI and electronic cinema. This offense is done by means of blasphemy, criticism, evaluation, and suggestions. The information representation of groups one and two are clear, while group three variegated cause conflict.

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