

LOCAL AUDIENCE'S MOTIVATIONS WHO WATCH TV PROGRAM THAT USE LOCAL LANGUAGE (QUALITATIVE AND DESCRIPTIVE RESEARCH ON THE AUDIENCE OF TV PROGRAM *KESAH BUDAYA* TVRI CENTRAL KALIMANTAN)

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ABSTRACT

The aim of this research is to find the motivations of audience who watched TV Program that use the local language TVRI Kalteng as a local TV station in Central Kalimantan had an educative and entertaining program called Kesah Budaya or Keba. This program showed various informations about Central Kalimantan society and culture in Dayak Ngaju. Keba showed the uniqueness of Central Kalimantan that could be seen through the hosts, the language, the clothes, etc. Keba was the only talkshow presented by TVRI Kalteng that used local language during its show. The qualitative study with descriptive approach was guided by uses and gratifications theory to understand this research. Data were gathered using in-depth interview and observation. Those were analyzed by Miles and Huberman analysis technique. The study found that the local audience in Palangka Raya had been motivated to watch the TV show Keba which was delivered in a local language due to the diversity of information about Central Kalimantan culture and the usage of the local language during the show. In addition, respondents watched the show since they concerned and interested in their local culture which is considered as their true identity.

Keyword : Motivations, Audience, TV Program, Local Language

INTRODUCTION

Television has been known as a mass media tool that plays a major role in conveying some information, providing entertainment, conveying aspirations of social, cultural and political communities both locally and globally, as well as to always be able to follow latest developments. Television is a mass media that is able to present information in the form of audio and visual at the same time resulting in some advantages compared to other media. In addition, its wide range of broadcast has made the television become the most effective media in disseminating information and messages. On the otherhand, television also capable of influencing audience in term of their mental, behavior pattern and even the culture.

Broadcasting Law number 32 Year 2002 has emphasized the existence of mass media, television in particular, as the pride of a certain area in which the broadcast originated. It is definite that the local television can be more functional if it presents the region's local content and potential on its programs. The vision of local television network is to present its best programs with a strong taste of local culture. Edward Burnett Tylor in his work entitled *Primitive Culture*, wrote that culture is set of knowledge, belief, art, law, customs and any other capabilities and habits of a community (in Liliweri, 2011, p. 107). Local television network presents region's content diversity on certain programs by displaying the area identity that is represented by the performers, language, costumes, accessories, decoration and studio layout as well as the overall theme.

The Regional TVRI as National Central TVRI Working Unit supports and holds the local, regional, national and international broadcast. LPP TVRI owns Regional Stations that are widely spread all over Indonesia, one of them is LPP TVRI of Central Kalimantan Station or commonly known as TVRI Kalteng. One of entertainment programs broadcasted containing information on social and cultural side of Central Kalimantan is called *Kesah Budaya* or well known as *Keba*. This program is in local language The word *Kesah* derives from Dayak Ngaju language of Central Kalimantan which means story telling. In bahasa Indonesia, *Kesah Budaya* means Story on Culture.

Keba is a live program that addresses a variety of information about the current social and cultural situations in the region of Central Kalimantan. The program presents impressive culture of Dayak tribe from Central Kalimantan. Its opening part, presents traditional Dayaknese music instrument or melody called *Karungut*. After the opening part, the host who presented the program and the guest who invited, will speak using native language along the show.

The program also lets the audience to interact or join the show through phone call. By doing this, the audience of *Kebais* given chances to share their opinions regarding topic of the episode. The *Keba* audience is vary in term of age. The program presents different topics on social and culture which is delivered in such a nice and easy way. By doing so, the program can be enjoyed by variety of viewers of different ages.

Apart from *Keba* program, TVRI Kalteng has also a news program presented in Dayak language named *Katambung Minggu Toh* (this week news) which is broadcasted once a week. TVRI Kalteng as local television network only presents two programs in

native language, and while the rest of the programs are in bahasa Indonesian. In fact, the main concept of Keba program is featuring the culture of Central Kalimantan through dialogues between presenters and guest. In addition, there are also performance dance, song and traditional music as well as a variety of ethnic attributes to represent the theme of each show presented in Keba.

According to Harold D. Lasswell (Effendy, 2009, p.27) the process of mass communication in society involved three functions:

1. The surveillance of the environment
2. Correlation of the components of society in making a response to the environment
3. Transmission of the social inheritance

According to the functions of mass communication by Lasswell, *Keba* Program in TVRI Kalteng shows its function to relate the elements of society so they can fit with the values and socio-cultural heritage in the form of local language. To implement these functions, TVRI Kalteng using some communicative signs such as ethnic identities that related to the community such as Dayaknese language.

In the study of culture, language is placed as an important element in addition to other elements such as the system of knowledge, livelihood, customs, art, system equipment life and others (Liliweri, 2011, p. 132). The use of Local Language in every show certainly makes Keba can only be understood by the people who understand the language of Dayak Ngaju. The fact that TVRI Kalteng only broadcasts two programs using Dayak Ngaju language as the official language has caused the researcher to conduct a research on the motivation of local audience to view a local language program of TVRI Kalteng named Keba.

Keba program is capable of presenting local information and the area's potential of Central Kalimantan from throughout the whole program. As an addition to emphasize its vision, the program invites various speakers with expertise on the local culture which exclaims that the *Keba* program really is about the culture of Central Kalimantan. Although there is another program using the local language named *Katambung Minggu Toh* as news program, yet there is a great different between these two programs. The *Katambung Minggu Toh* is a news program which definitely has different way to deliver its content in any form, such as information as well as issue on social, culture and political in Central Kalimantan.

Keba program is the only talk show on TVRI Kalteng that uses local language for each show. Local people who remain as loyal Audience certainly have reasons relating to the need for information, entertainment and other certain factors in *Kebaprogram*, the reasons of which can attract Audience' attention, especially because the program is presented in local language. Therefore, researcher became interested in knowing the motivation of the local audience who still like Keba program in TVRI Kalteng.

LITERATURE REVIEW

A. Television as a Mass Media

Television is a means of mass media that is considerably able to run its function to broadcast information, entertainment and education toward the society. Efficiency and convenience are the main attraction of television resulting it becomes the chosen mass media by public in general. As one of the forms of mass media, television has some excellence compared to other mass media, they are quick and direct, easy, without limitation, familiar, relatively cheaper for consumers only buy it once for a long period of time, and the ability of audio visual (Mondry, 2008, p. 20). Lasswell has stated earlier (in Effendy, 2009, p. 27) regarding functions of the mass media which covers the Surveillance of the environment, Correlation of the components of society in making a response to the environment and Transmission of the social inheritance.

B. Television Program

Program is everything displayed by a broadcasting station to meet the needs of the audience (Morissan, 2008, p. 200). Currently television broadcasts that present entertainment programs such as soap opera, reality show, sport and infotainment are dominating the audience market. The attraction of the program is its topic and information shared. The information presented in the program should be attractive and clear. Therefore, the selection of topics or idea of the theme or topic for a program must be done carefully. Beside sharing information, television has several other functions such as becoming source of education and entertainment for the audience in the form of attractive and entertaining programs. A great program can raise the rating of the television.

Types of television program can be grouped into two major parts by its type (Morissan, 2008, p. 208), namely (1) information or news, and (2) entertainment. Information program is all kinds of broadcasts which aim to provide additional knowledge (information) to the public audience. The appealing point of this program is information delivered to the audience. While the entertainment programs are all forms of broadcast that aim to entertain the audience in the form of music, drama, games and performances.

C. Talk show Program with Local Content

Talk show program is one of the programs that are preferred by public. The reason of making talk show as main attraction program for the audience is that when viewed from the television major strength and informative program, the talk show is a complete package that serves both function at the maximum extent, that is to deliver information and to entertain. In this case Kebaprogram can be categorized as a talk show. Talk show or discussion program is a program that displays one or more people to discuss a specific topic that is guided by a host (Morissan, 2008, p 216).

Spoke person and the guest star of the program are always of those with expertise and experience in the related current topic. The topic or theme that is discussed in a talk show will certainly influence the audience to keep watching the show. There is always a risk of losing audience's interest due to irrelevant or unattractive topic presented in the program despite the fact that it is a most wanted program among others.

There are three major attractions of talk show by Fred Wibowo (2007, pp. 83-84), among others:

1. The topic or issue being discussed. Topics of talk show will be interesting if the issue discussed is a trending topic in public, it contains the controversial and conflict among societies, the public interest and a lot of people need information and clear answers to the issue.
2. Interesting speakers. Figures that is considered attractive are public figure or role model of society, an expert or master in related field or issue, a controversial figure, critical and vocal.
3. Presenter. The presenter must be able to master the problems or the topics covered and able to keep up the conversation with the speakers.

D. Television Audience

The success of a program is determined by the interest of the audience to follow the broadcast presented by a television station. In the world of broadcasting, a good program will get a big number of audience, while a bad program would be left and ignored by the audience or even will not get any audience. The program manager must also be able to understand the wants and needs of the audience before planning what program will be presented (Morissan, 2008, p. 164).

Audience are millions of television viewers, thousands of readers of book, magazine, newspaper or scientific journal. The audience referred in mass communication is very diverse, they differ from each other in how to dress, think, and respond to messages received, experience and orientation of their life. Each of these individuals are able to react with each other to the message received (Nurudin, 2011, pp. 105-106).

E. Understanding of Motivation

According to Alo Liliweri (2011, p. 132) motivation is the self-encouragement which directed toward a goal that has appeal for something to be intended to meet the needs. To achieve something which it is intended, the individual must have the motivation or encouragement in themselves to be able to obtain a goal that we believe can meet their needs. Motivation is the force that drives someone to do something to achieve certain goals. These forces are basically stimulated by their various needs such as, (1) the desire to be fulfilled; (2) behavior; (3) interest; (4) and feedback (Hellriegel & Slocum, quoted from Uno, 2011, p. 5).

F. Theory Uses and Gratification

One of mass communication theories that is often used for a variety of theoretical framework in order to assess the reality of mass communication is the theory of Uses and gratifications. The theory stated by Blumer and Katz said that the media plays an

active role in choosing and using the media (Nurudin, 2007, p. 192). In other words, the audience consciously chose the show they want to watch.

Uses and gratifications theory is the theory that says people are actively searching for media and certain charges to produce satisfaction (or result) of a particular (West & Turner, 2000, p. 101). This theory assumes that the audience is an active group of people at once selective in the use of media to meet their needs. Audience becomes active in selecting the media because every person must have a difference in using a media. According to Effendy (2003, p. 289) uses and gratifications model showed that the main problem is not how the media meets the attitudes and behavior of audience but how media addresses the personal and social needs of the audience. Personal needs, namely where the audience using a mass media for entertainment, pass the time and relieve boredom. While social needs refers to the activity of audience utilizing the mass media to meet their needs in the form of finding information in the study of values, languages and ways of interacting or behaving in life.

G. Identity of Central Kalimantan Society

The word "Kalimantan" etymologically derived from the local language namely *kali* (river) and *mantan* (great) so it can be interpreted as an island that has major rivers (Riwut, 2003, p. 3). Central Kalimantan Province is a province located on the island of Kalimantan and Palangkaraya is the capital city. Astronomically, the province that is known as *Bumi Tambun Bungai* is located in 110°45' position'- 115°51' east longitude and 0°45' north latitude - 3°30' south latitude (BPS Central Kalimantan Province, 2012, p. 3).

In the discussion on Central Kalimantan communities, researcher put more emphasis on understanding the cultural identity of Central Kalimantan Dayak community as a whole ethnic group in Kalimantan. In short the meaning of cultural identity is the breakdown of characteristics or traits of a culture that is owned by a group of people that we know its limits when compared with the characteristics or traits of others cultures (Liliweri, 2011, p. 86). The term Dayak, as propounded by Charles Hose is a cultural nomenclature for the indigenous people who live on the island of Kalimantan (Maulani, 2000, p. 141). However, this idea was opposed by Tjilik Riwut who is public figure and a distinguish hero in Central Kalimantan who revealed

that the Dayak tribe is not limited to the inland, but spread throughout the Kalimantan territories.

RESEARCH METHODOLOGY

This type of research is descriptive research. According to Whitney quoted in Nazir (2003, p. 63) stated the purpose of descriptive research is to explain an object relatively deep and focused on the object of limited study. While the method used in this study is a qualitative method. According Moleong (2012, p. 9) qualitative research aims to understand the phenomenon which is experienced by subject of the study such as behavior, motivation, perception, action and more thoroughly and by describing in the form of words and language by using various methods. This study will be conducted in Palangkaraya, Central Kalimantan. That is because the subject in the study is *Keba* program which is a television show of TVRI Kalteng and people who watch the program are the people who live in Palangkaraya and the local communities or indigenous people of Central Kalimantan.

The data used in this study is primary data, which is obtained from the first data or first hand in the field. This data source can be the respondent or subject of the research, the results of questionnaires, interviews, observation (Kriyantono, 2012, pp. 41-42). Primary data in this study was obtained from interviews with informants who carried out directly or through other facilities such as telephone, email or short message service. Determination of informants by using purposive sampling that is where the determination of informants with certain considerations applied deliberately by researcher (Sugiyono, 2011, p. 218).

Data collection technique is completeness or development of selected research method, so that the data can be gathered. In this qualitative descriptive research, the researcher used in-depth interviews and observation as the data collection method.

Data analysis technique is a method performed by researcher in a way of working with the data, organizing the data, sorting through the data into one that can be managed, synthesizing, search and find patterns, finding what is important and decide what the conclusion is. This study uses a model of Miles and Huberman analysis as data analysis technique. Miles and Huberman (1992, p. 16) assumed that the analysis

consists of three flow of activities occurring simultaneously, that are data reduction, data presentation, and conclusion / verification.

To establish the validity of the data needs an examination technique (Moleong, 2012, p. 324). The process to test the validity of data in qualitative research can be done in a variety of inspection technique. This study uses Trustworthiness method to test the truth and honesty of the subject in revealing a reality based on what he/she experiences, feels or imagines. This involves two things of trustworthiness (Kriyantono, 2006, p. 71-72):

- Authenticity, it expands the construction of the disclosed personal by the subject
- Analysis of triangulation, it analyzes the subject by examining the true answer to empirical data (other source of data) which available.

Triangulation techniques used in this study using the technique of source triangulation. Source triangulation means comparing source and rechecking the number of confidence of the information obtained through time and different tools in qualitative research (Patton, quoted Moleong, 2012, p. 330).

RESULT AND DISCUSSION

This study tried to describe why the local audience in the city of Palangkaraya motivated to watch Keba program which presented using regional languages. Motivation in questions in this case is to explain the motivation of informants to determine the choice to watch Keba program. Data extracted from the seven main informants and the supporters. Key informants in this study are the loyal audience of Keba program. The informants are indigenous people of Central Kalimantan and domiciled in the capital city of Palangkaraya, Central Kalimantan Province. While supporter informants in this study was selected from one of the crews of TVRI Kalteng Keba program which always involved in the production process of Keba program.

So far, in an interview with the director of Keba program, TVRI Kalteng have not done a formal survey to look at the audience' attention of programs that offered by TVRI Kalteng, including Keba program. But according to M. Yani, the TVRI responds the amount of the audience those watch a program only by seeing how much public participation in interactive phone has quite convincing if Keba program has a lot of viewers who like to watch the program.

Vivi and Hana as informant revealed that Keba is a program that displays local cultural of Central Kalimantan and attractively provide cultural information of Central Kalimantan. In addition to the program, the keynote speakers are considered experienced in the specific field of culture and Dayak Ngaju language on the display show. Dayak Ngaju language use is the hallmark of the program and also as the appeal of Keba, for informants. Furthermore, the appeal is in the form of art, dance, stories and myths that are displayed.

Every socio-cultural environment always imposes their social and cultural values referenced by citizens' inhabitants (Suranto, 2010, p. 27). Informants revealed that each Keba program always contains information about the values, culture and morals in the form of art, stories and myths trust of local communities in Central Kalimantan hereditarily which is exciting to know. Keba program has run its function as mass media by viewing the correlation elements of society when responding to the environment that local communities respond and believe in the values imposed as a cultural community in Central Kalimantan. While the function of the spread of social heritage that is the use of Dayak Ngaju language as a daily language used by the majority of people in Central Kalimantan.

Language is a tool of human communication that is the most vital in social life. Television is a media that can combine images and language (Kuswandi, 1996, p. 82). Keba presents the very strong elements of the local culture. Keba as a local television program has run its function as a local television area with the use of language which is the language in Central Kalimantan Dayak Ngaju throughout the course of the program. Among various Dayak languages in Central Kalimantan, Dayak Ngaju is the best known and most frequently used by people of Central Kalimantan. The population mainly consists of Dayak, besides using the Indonesian language people also use Dayak Ngaju as liaison small tribes, which has its own dialecten (Riwut, 2007, p. 83).

Some informants revealed that Keba is a program that presents a culture dish with the program that uses language Dayak Ngaju. Language is a special way that the words are selected and combined to become the hallmark of a person, a group or a particular community (Liliweri, 2011, p. 131). Besides the language, the values inherited as cultural identity of Central Kalimantan. M. Yani said that Keba program formed with the purpose of conveying information of cultural values which close to the people of Central Kalimantan.

From the interview with Putra as informant, it shows his identity as a local people of Central Kalimantan which refers to the origin. Identity often provides not only simply about personal meaning but also a characteristic of an underlying culture (Liliweri, 2011, p. 84). Putra revealed that he is as a local people of Central Kalimantan appreciates and supports TVRI Kalteng for being able to show Keba program which nuanced local wisdom of Central Kalimantan, especially in terms of local language.

TVRI Kalteng as mass media has been functioning as a local television because it tries to show local identities in Central Kalimantan. In this case the correlation function and the spread of social media heritage through Keba program have been responded properly by the informants because they responded that culture shown on Keba program is the identity of the Central Kalimantan people.

Uses and gratifications theory is the theory that people are actively searching for media and certain charges to produce satisfaction (or result) of a particular (West & Turner, 2000, p. 101). This theory is related to how media users are actively using the media to meet their needs. Audience consciously chooses the media that suits their needs. Audience feels the need to watch program Keba for being able to meet their needs. In this study, the local audience in the city of Palangkaraya motivated to watch Keba knowing their identity as indigenous people of Central Kalimantan so that audience are interested to be able to recognize local identity which is considered close, and frequently they find in daily activities, namely in the form of arts, hand crafts, attributes, values, customs and the use of local languages in Keba program.

From interviews with informants in this study, it can be seen if informants as local audience who liked the show of Keba program have different experience viewing. Some informants stated that initially they started to like watching Keba with unintentionally. Yohanes, Putra, Donfilo, Julianto and Canli said if they know Keba program initially because it happened when they were changing the channel to TVRI Kalteng.

Julianto and Yohanes also revealed that topics discussed in Keba program are attractive so it makes them come back to have a willingness to watch the program. Desire to know, need to get emotional arousal and desire to avoid boredom is the basic of human needs (Rakhmat, 2012, p. 210).

Before starting the interview with informants for this study, the researcher conducted observations that the researcher went to the informants' house before Keba

program started and then the researcher observed the informants while watching Keba program. From the results of field observations that researcher did, the seven informants watched Keba program without changing the television channel. This is done according to the observations of informants because according to the researcher, the commercial break in TVRI Kalteng does not have adequate duration. Informants remain on the broadcast channel of TVRI Kalteng up to the end of Keba program.

The informants in this study have different background of age, education and profession because there are many different answers from informant revealed about their motivation become interested in watching Keba program and subsequently became a loyal audience of Keba program. Canli, Julianto, Putra, Donfilo and Vivi revealed if they are watching Keba program because through the information which presented they can identify and study the diverse cultures of Central Kalimantan. They also realized these cultures begin to be forgotten so that they are interested to find out. Other informants revealed the same thing that they want to gain more information and insight into the culture of Central Kalimantan, therefore they watch Keba program. Viewers will always be compelled to look for something that is not known through television (Kuswandi, 1996, p. 30).

The mass media is considered as one way to meet the needs of the audience and the audience can meet their needs by selecting certain mass media. Uses and Gratification theory aims to see why audience using specific media and the satisfaction of what to be obtained. Media users try to locate the source media that is considered good in the effort to meet their needs (Nurudin 2011, h.192). Informants chose Keba program because they consider the program can meet the needs that suitable to their purpose, namely the need for information of diverse culture in Central Kalimantan. This is the driving factor for the audience to watch the show of Keba program and make informants motivated to watch it.

On the television audience, each different from one another audience including in terms of dress, think, respond to the messages received, experience and orientation of their life. However, each individual may react to each message received (Nurudin, 2011, pp. 104-105). As a loyal audience of Keba program, informants have some comments and different views for Keba program. Informants revealed some things that are considered to be weakness in the event Keba program.

The image of the presenter also becomes the major attraction of the audience of Keba program. Presenter is certainly believed to be able to bring a program become attractive, where the presenter master the field and can ask questions or issues from the dialogue with the speakers. In opinion of Julianto, Yohanes and Vivi, they said that the presenter of Keba program can be found from younger generation. While the other informants, Hana and Putra have almost the same answer, they revealed that the program needs be improved in the design of the studio. The design of studio on the event Keba program also becomes the audience's attention. The studio design of Keba program seems monotonous or only a backdrop and always in the studio. According to Hana, it needs to be reformed in order to see the background of Keba program look more attractive so that can up the amount of Keba program audience.

According to Koentjaraningrat (in Suranto, 2010, p. 24) culture is a whole system, ideas, actions and man's work in the context of people's lives are made belong to human beings. Therefore some of the informants in this study hope with Keba, besides communities in Central Kalimantan can be better in appreciating and help preserving the local wisdom in Central Kalimantan, especially the local language which is Dayak Ngaju language.

Local communities in Central Kalimantan, especially in the city of Palangkaraya are less likely to use language Dayak Ngaju in daily life even though they are indigenous people of Central Kalimantan. The society also tends to be more likely to use Indonesian and Dayak Banjar language. Dayak Ngaju language is used in Keba program which is a characteristic expression and cultural identity of Central Kalimantan. The use of the Dayak Banjar language which more popular is feared could highlight the Banjar language as part of Dayak Central Kalimantan language. The era of modernization and globalization would allow the local language of a region may be lost due to the use of other languages that are considered more popular.

Keba program is expected to be in line abreast with better innovation since the program is the only Talkshow program in TVRI Kalteng that uses local language. Therefore, by using local language the program can provide benefits to preserve and develop Dayak Ngaju language to be better known and people of Central Kalimantan compelled to get used to using it in daily conversation.

CONCLUSION

Based on result of the study, there are two reasons that motivate the local audience in Palangka Raya, Central Kalimantan to watch the Kebaprogram, they are the variety of information shared on Central Kalimantan's cultural topic and the usage of local language on the program. Information about culture in Keba program considered to increase knowledge and insight about the local values for the informants. Likewise with the use of Dayak Ngaju language can be a learning for them regarding some words and terms in Dayak Ngaju language which is rarely used in everyday conversation.

The survey result showed that informant's concern on local culture of Central Kalimantan, as they are local people, is the greatest motivation to keep watching the Kebaprogram. The informants admitted that the fact they are being local people of Central Kalimantan has caused them to concern more about the use of local language and the spread of information on local culture, both of which considered as their original identity.

Informants also regretted that many heritages of Dayak cultural in the form of arts and customs have been lost or are currently not easy to be found in everyday life. Whereas informants feel that the cultural potential is beneficial for the people of Central Kalimantan, for example, as a form of teaching values, morals, customs or tradition. Likewise, the use of Dayak Ngaju language that rarely used by the indigenous people of Central Kalimantan in daily conversation.

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