ABSTRACT

Many programs of TVRI of Surabaya Station contain local culture of East Java people. The culture programs are not only displaying arts, but also another programs that describing the culture of East Java people. Those programs include Campursari that is displayed every Sunday at 8-9 PM and Ajang Wadul every Monday in the 1st and 2nd week at 6 PM. The research problems is how is the appreciation of local culture program’ audiences in TVRI of East Java. This research uses descriptive qualitative approach by determining informants’ criteria as follow: (1) culture and art observer, (2) culture and art actuator, and (3) culture and art agent. The research result shows that people appreciation on local culture program displayed in TVRI of East Java is very good. It is proven by the informants’ opinion about the show time, program’s format, content, and technique. It shows that informants’ appreciation gives a good image. Whereas, people appreciation can be seen in 3 aspects: cognition, affection, and evaluation. Cognition aspect is needs to get information, knowledge, and comprehension. From this program, informants perceive that they get information about the development of talent searching program in Indonesia. At the same time, they are able to add their knowledge by watching these programs. People’s affection on local culture program in TVRI of East Java is that most of them asserts that they likes local culture program displayed by Surabaya TVRI. Informants evaluating local culture program in TVRI of East Java has reflected Java Culture and it has been good. However for technical problems of program display, it can be seen how informant, as individual, is not only take a role as an active party in selecting various program material existed.