

Digital Cultural Production In The Entertainment Program "Tembang Pantura" on Cirebon Local Television

Cusniawati, Siti Sarah Shafira, Venita Octavia, Khaerudin Imawan, Dedet Erawati

Universitas Swadaya Gunung Jati, Indonesia

E-mail: ccusniawati@gmail.com, shafirasarah9@gmail.com,
venitaoctavia946@gmail.com, khaerudin.imawan@ugj.ac.id, dedet.erawati@ugj.ac.id

*Correspondence: ccusniawati@gmail.com

KEYWORDS

tembang pantura;
entertainment; culture

ABSTRACT

This research examines the digital cultural production in the entertainment program "Tembang Pantura" on local television in Cirebon, Indonesia. The study explores how the program preserves local cultural heritage while adapting to contemporary digital entertainment trends. A descriptive qualitative method was used, with data collected through interviews and observations of the production team, local artists, and the audience. The research focuses on how "Tembang Pantura" integrates traditional Cirebon elements such as the local language and tarling music with modern digital production techniques. The findings show that "Tembang Pantura" successfully preserves and promotes Cirebon's cultural heritage while appealing to a wide audience. The use of modern technology enhances the program's accessibility and relevance in today's media landscape. Moreover, the program fosters cultural identity by continuously adapting to technological advancements and audience preferences. In conclusion, "Tembang Pantura" serves as an important platform for promoting local culture through digital media, demonstrating how regional television programs can sustain cultural relevance in the digital era.

Attribution- ShareAlike 4.0 International (CC BY-SA 4.0)



Introduction

In the midst of the onslaught of new media, television as a conventional media in Indonesia still survives (Haqu, 2020). Television as a popular media because of the practicality of disseminating information and entertainment that is able to reach many audiences quickly and evenly. Entertainment is essential to human life because it provides pleasure, joy, or positive experiences. Many types of entertainment are developing in society, ranging from theater, games, sports, and also music. (Wibowo, 2012) said that psychologically, music or entertainment is used to entertain people in a group of people who are usually tired of their daily routines. They need entertainment to calm down or entertain themselves while they are busy with their routines. Along with the development

of information and communication media, television stands out as a mass media with its own advantages in conveying messages compared to other media. One of the advantages of television is the presentation of its comprehensive message elements to its audience, which is currently popular with mothers, fathers, and teenagers, such as music shows (Banaty et al., 2018).

Meanwhile, the delivery according to (Lewis et al., 2014) that An entertainment is an image of something that gives his or her view of a feeling that he or she describes. Especially in the absence of a fair ending or happy ending, viewers are not only challenged to resist the negative influences exerted by but are also challenged to engage in the meaning-making process in order to resolve cognitive conflicts and restore their threatened trust in a just and meaningful world.

Since most television stations provide more space and time for entertainment programs than information and educational programs, television has great potential to become the most popular entertainment medium for people from all walks of life. Looking at the function of a television, Mass Media in Indonesia, the popularity of television is inseparable from the entertainment programs presented (Sidoharjo & Sragen, 2017). Relying on entertainment shows is legitimate because it is based on social tasks that must be performed. However, these tasks should be carried out proportionally and balanced so that the effects that occur can meet the interests of the media and the interests of the audience.

Television is a type of mass media that can be accessed by a wide audience (Denny & Indri Rachmawati, 2022). Television is also the most popular broadcasting medium for the public because it has the ability to display audio and visual broadcasts. Television is also a medium of mass communication for hearing, which conveys ideas and information in the form of sound and images, both open and closed. Local television programs are broadcast regularly and continuously, which makes the existence of local television even better and makes a local television rich in programs and programs. Although this regulation can provide legal protection to many popular local private television stations, it still requires limited broadcast coverage at the location of the television station (Law No. 32 of 2002 on broadcasting). In addition, the majority of Indonesians watch television as the main media. The public is very fond of audio-visual media because of its function. Television media is not far from the oral culture of the Indonesian people.

Local television is a type of television that operates primarily in a specific area, such as a specific city or area. "Local" typically refers to television stations that create and broadcast content that is relevant to local audiences, such as news, cultural events, sports, music events, and advertisements targeted at the local community. The existence of local television plays a very important role in changing the function of mainstream media, especially in raising local issues (Nurfritria et al., 2022). Local television is often an important source of information for local communities and can play an important role in connecting residents to events and issues happening around them. (Solekhah et al., 2023) argues that the existence of Local television has a role to improve regional identity, where the programs displayed embody a culture that expresses various cultures in their respective regional languages.

Culture is a basic assumption pattern that is discovered and determined by a group when studying and mastering the problem of external adaptation and internal integration. These patterns are effective enough to be considered and taught to new members as the right way to perceive, think, and feel the problem. Jerald G and Rober stated that Culture consists of a shared program mentality that requires everyone to act based on their

environment. According to this definition, although culture is seen in everyday actions, it is controlled by a deeply instilled program mentality. Culture is embedded in ourselves, not just external behavior (Jerald, G. and Robert, 2008).

By seeing and studying various forms of local culture, including the cultural heritage of artists depicted in a song, local wisdom found in several indigenous groups/peoples in Indonesia, and the nation's culture that is still strong is also the identity of the character of its citizens (Fajri & Naufal, 2023). Local wisdom is also often ignored because it is considered not to follow the times, which in the current era many international songs have entered Indonesia and are considered trends. Due to the standardization and uniformity of the form, production, distribution, and consumption of Tarling music tends to ignore the value of authenticity, so the practice of digital commodification produces a pseudo-culture, where Tarling music becomes a profit commodity (Imawan, Shri Ahimsa-Putra, et al., 2023). The impact is that many local cultures of song-making artists are abandoned, neglected and even harassed by their existence. Even though this is a meaningful thing and we should appreciate it because it is an asset of the area. Including us as the successors of the nation's generation, it is appropriate to help preserve the diverse local cultural heritage in the midst of the era of pop and foreign songs. Local culture is an important part of cultural heritage that must be preserved and preserved because it reflects the identity of a particular society or community (Santoso et al., 2023). Pelatarian cannot survive and thrive if it is not supported by society as a whole and becomes an important part of our lives.

Traditional art is a work of creation that has endured for a long time in society as a hereditary heritage (Nabila et al., 2023). Traditional arts are also a cultural asset of the Indonesian nation, so people must maintain them to continue to grow and survive in the midst of globalization. Due to the lack of public appreciation for local or regional culture, traditional arts are starting to lose their place in the hearts of their supporters. New and contemporary alternative entertainment is attracting the attention of its community of supporters.

Music is considered a tool to interact with a series of increasingly advanced technologies in this era. The development of music recordings, which is the way music is produced, distributed, and consumed, is shown by advances in digital technology (Imawan & Sari, 2019). It is undeniable that music has been inherent in human life. From this, various interactions, entertainment, messages as well as culture are also packaged in the form of songs. Through local television broadcasts as well as helping the development of music, including the "Tembang Pantura" Program on RCTV.

Tembang Pantura is an entertainment program that airs various Cirebonan songs and video clips for 1 hour and 30 minutes and is guided by a host who stood from the beginning of the establishment of RCTV with various concept changes. Some people still say that this program still exists in the era of other programs. So as to foster a desire to conduct in-depth research on this program because the recreational aspect is an important part during the program. The researcher also wanted to determine whether there were elements of Cirebon culture displayed in the era of local television broadcasting.

The purpose of this research is to find out the production of digital culture in the entertainment program of the pantura song on Cirebon local television with several systems and ways that are carried out and how RCTV can maintain cultural values through the pantura song as a local television entertainment program.

Literature Review

Literature study/literacy in educational research methodology books, literature studies are part of scientific papers that discuss previous research. Literature studies used as scientific references related to research. The reference materials we used in compiling this research using several reference books, journals, (1) Research conducted by (Prahdinata, 2023) with the title "The Form of Presenting Music Program (Spectrum) on TVRI East Java During Digital Television Broadcasting". This research uses a qualitative method. The result of this study is that the broadcasting of digital television technology on TVRI East Java stations has provided an increase in broadcasting with better audio and visual quality, as well as expanding the scope of broadcasting from analog broadcasting before the digital technology era. (2) Likewise with research conducted by (De Ritis & Si, 2016) with the title "Media and Entertainment Industry: The World and China". The results of this study find out how the cultural and creative industry as creation, production, and innovation as a foundation. (3) There is also research conducted by (Trisdani, 2017) with the title "Audience Acceptance of the Dangdut Academy 3 Music Program in Indosiar". This study uses a qualitative method and uses a reception tori. The results of this study find out how the audience receives the dangdut music program Academy 3 in Indosiar. (4) Likewise with research conducted by (Sindu, 2019) with the title "Preservation of Campursari Culture in the TVRI East Java Program". This research uses qualitative methods and uses the theory of program planning, program production and purchase, program execution, program supervision and evaluation. The result of this research is a form of planning carried out by TVRI East Java in broadcasting the campursari event adjusted by paying attention to the audience segment and its vision and mission, namely participating in preserving culture. (5) There is also research conducted by (Wulandari & Wahyudin, 2023) with the title "Implementation of the Production of the "Tembang Kenangan" Program on Banyumas TV". This research uses a qualitative method. The result of this study is that Banyumas TV has implemented production stages in accordance with SOPs and broadcasting standards.

Research Methods

Research on the Implementation of "Tembang Pantura" on Cirebon entertainment and culture, Qualitative research as a human tool functions to determine the focus of research, select data sources, interpret data, and make conclusions. According to (Sugiyono, 2013), the most strategic step in research is data collection, which is the main goal of the research. Data collection was carried out through observation and interviews with the main informants and supporters. Interviews in qualitative research are in-depth. The main informant in this study is Eko Wahyono as the program manager at Tembang Pantura on Radar Cirebon Television. In addition, there are 4 supporting informants in this study, including: Silvi Riani Spectator of the pantura song as well as UGJ student (22 years old), Toto Follower of the previous pantura song (70 years old), Dedi Spectator of the pantura song from sumedang (51 years old), Novi Kd pantura singer (37 years old), Rahmat Hidayat songwriter and arranger (42 years old).

To uncover the formulation of the problem through the method above, this study uses the theory of Media Entertainment (Vorderer et al., 2004). Where this theory considers important aspects of the choice to watch the pantura song, the motivation for watching the pantura song, the role of the pantura song media device and the effect of watching the pantura song. Enjoyment is the core of the media entertainment theory model. Someone consuming entertainment media may find a pleasure in it. There is no doubt that there are also other forms of enjoyment obtained by the mass media, but the

purpose and essence are the same as those who use the media as a snack hoping to be entertained by the content.

In this study, the author finds elements of Cirebon entertainment and culture in the broadcast of the video clip of the song pantura. The video clip upholds the local language as an identity, preserves the classic and modern art of Cirebon tarling, and serves as an entertainment medium that the audience likes with the enthusiasm of the audience who really like Cirebonan songs.

Results and Discussions

From a field study in the form of in-depth interviews with resource persons, this study results that the Tembang Pantura program aired on RCTV contains entertainment value and cultural value in the Cirebon community. This can be revealed from the choice of the audience of the pantura song live and social media, the motivation of the audience in watching the pantura song, the role of media devices in the pantura song, the effect of watching the pantura song.

In this case, knowing how RCTV can maintain cultural values through tembang pantura as a local television entertainment program.

Options to Watch Tembang Pantura



Figure 1

(Source; Screenshot of web Radar Cirebon Tv Live streaming)

The pantura song is a RCTV entertainment program that airs a video clip of the song Pantura with a broadcast duration of 1 hour and 30 minutes hosted by a presenter. The tembang pantura program provides an opportunity for the *Meriquest* Songs and send greetings via interactive phone or WhatsApp. The name tembang pantura was created because Cirebon itself is on the north coast (pantura). Tembang pantura is considered one of the RCTV programs that still exists today because the audience is very enthusiastic about pantura songs in terms of songs and artists. One of the strategies carried out by RCTV in order to continue to exist in this program is; (1) consistently continue to broadcast programs; (2) more value than the presenter; (3) hold the tembang pantura Awards once a year as a form of appreciation for pantura song artists. One of the visions and missions in RCTV as affirmed by the program producer.

According to Eko Wahyono, one of the visions and missions of RCTV is to build and broadcast programs that can unite local and regional arts and culture, which is expected to arouse enthusiasm for the potential of local art and cultural tourism and its preservation efforts, so the Tembang Pantura program emerged as a tangible form of our vision and mission which airs video clips of songs in the Cirebon language and occasionally brings in artists.

The use of local languages in the pantura song is representative enough to promote and remember local or regional cultures that may be forgotten due to globalization. Language is part of the culture and awareness of the community. Language is one of the

most important components of culture. In addition, the pantura songs use the regional language and Cirebon notation, and bring in several artist figures as guest stars.

Meanwhile, from the perspective of the audience of the pantura song named Toto, I know the pantura song from the era of wa Gebrod, Mas Afif to Neng cus. I always watch the tembang pantura program because it is very entertaining. I really like the pantura songs of Indramayu and Cirebon because they make me feel more motivated to work when I watch them. Then, it is also related to Cirebon culture, namely the art of Tarling. Because I often call, I feel closer to the presenter when requesting songs and sending greetings. This program is very entertaining, especially if I request a song to keep playing. Every day I watch and have been calling for years.

The Tembang Pantura program is a good entertainment option for residents who want to carry out activities and increase work morale, especially songs with Cirebonan lyrics. When the requested song is played, it is more fun.

Meanwhile, from Novi Kd's point of view as a singer of Cirebonan songs, he said that the pantura song event was very good because it played songs in Cirebon. Since Cirebonan songs are synonymous with guitars and flutes, there are also gamelan mixed depending on the arrangement, this shows many cultural elements. Cirebon regional songs are not just traditional music; It turns out that they can be combined with modern music, because the verses that come from the Cirebon language are incorporated into modern music, such as beats, DJ music, acoustics, and so on. However, it is clear that it does not eliminate the elements because it still uses Cirebon poetry. In addition to language, there are fluted guitars that stand out. Because drums, gamelan, and piano are still used as complements and included in contemporary tarling, and the tembang pantura program also allows ciayumajakuning artists to flourish. Collaboration of tarling singers with other music genres on stage with a complete multimedia background, contributions and roles of choreographers (Imawan & Chamidah, 2019).

Referring to the data from the results of an interview above, the researcher found 5 important points on *user prerequisites*. First *Suspension* Or the suspension where this can be felt to the audience when they give their desire to ask to play the desired song, then from that the audience really feels something that is really happening and is being felt in that time. Furthermore, there is a *Empathy*, where the audience really gives an image of their personality when they watch the show that is aired, because this can happen when the audience asks for a song and is played, the pleasure appears with the same feeling of himself as if dissolved in the song. Then, when it happens, *Parasocial interaction/relationship* or kinship relationships where we can feel some things and we create as if we have a closeness in the real world, even we also have an attitude and sense of closeness that is very close to a host or *Hosted* who host the show, as well as being close to a distance from television. *Enjoyment* It can also happen when we can consume entertainment media and can feel ourselves happy, for example above when the audience requests a song and then plays it he feels happier and fosters a sense of enthusiasm to call again in each episode of the television show that is held live. Then there is a *Interest* or interest where it makes a feeling that is caused by several parties when watching a broadcast that has been made to one of the *Hosted* which can give an interest to the audience which makes something can continue to see and watch it repeatedly. As well as from the aspect of video clips that show modern Cirebonan songs that have been mixed with beat music, DJ music, acoustics, etc. Making the audience more interested in Cirebonan songs in the current era.

Motivation for Watching Tembang Pantura

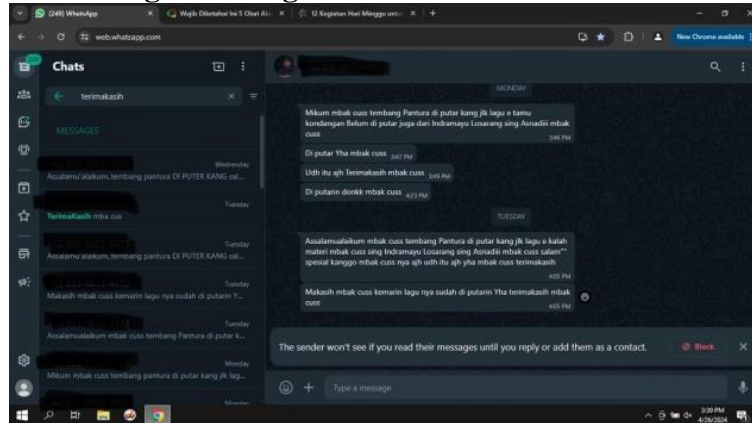


Figure 2
(Source; Screenshot of WhatsApp Radar Cirebon TV)

Tembang Pantura has undergone a change in concept which used to be only at night with the reason that at that time most people were already in the house to rest, this program is intended to entertain the audience after being tired of doing their daily activities. One of the reasons why someone engages in media consumption may be because they are looking for a way to escape from fatigue and daily routines. The function of entertainment relationships on the record is more general, it has been suggested that the medium can be used to relate to, or escape from, real-world relationships (Bartsch & Viehoff, 2010). Emotional mood adjustments triggered by the media can also play an important role in achieving goals that go beyond the process of using the media itself. The concept of heart adjustment from (Knobloch, 2003) assumes that individuals use the medium to adapt their heart to the demands of their current heart situation.

According to the view of the audience of the pantura song Silvi, when I need entertainment, especially when I have a lot of activities throughout the day, I always watch the pantura song. I want to see the songs played because I also like some of the songs that have been played, like the song Jeger Dian Anic. Also, when I asked my favorite song to keep playing, my mood became good. The video clip of the song is also funny.

Referring to the data above and several informants, the researcher also found *Escapism* or escape, this gives a picture of feelings to a person that can be expressed or felt in activities that have been done all day and then they try to restore their feelings of fatigue by watching a program on television. Then, someone consuming mass media also wants to regulate *mood or mood management*, where a person conveys a feeling that they feel then they try to find a calm by running it to one of the mass media that can restore *Mood* well returned with a broadcast that he aired on the mass media. For example, when we watch a music show, we can change our sad mood into a happy mood, or we can stay sad while enjoying the song playing. Then there is something called a *Achievement*, where this describes something in the achievement and the determination that will be conveyed which will be felt when feeling a feeling that is not so good, this is late to get in an

informant when the request song is played, then there arises a feeling of joy or also as a self-proof and achieve an achievement.

The Role of Media Devices in Pantura Songs

A major development occurred in television broadcasting that occurred today, the discovery of digital tools, in this case regarding prerequisites media, is the role of a device in television which of course provides a very important role. The more here the development of a technology is getting more rapid, it needs to be given and done by following the development of the existing times. The ecological role of producers, managers, and singers in the digitalization arena, where tarling music has historically undergone two phases: classical (analog) and modern (digital) (Industry, 2023), where it is necessary to continue to follow technological developments from the stage and then broadcast to the digital era, besides that using the latest devices is also a new existence in the realm of television, namely Digital TV broadcasting. Digital broadcasts have much better picture and sound quality than analog broadcasts, which eliminates problems for viewers such as shadowy images or noise on TV monitors. With the phenomenon of a network society, the agents behind Tarling's music also have to compete with digital production and marketing strategies through YouTube accounts disseminated through social media channels (Imawan & Sari, 2019). The pantura song is packaged in such a way to provide attraction by showing a video clip of the pantura song which is broadcast digitally.

According to Rohmat Hidayat As songwriters, local artists created songs from 2007, as well as arranged songs from 1998 said the program Tembang Pantura serves as a forum for local musicians, in my opinion. Tembang Pantura is very helpful in the creation of local art and wisdom culture, which we must develop and improve in this contemporary era. Tembang Pantura serves as a window where artists work. With Tembang Pantura, our friends artists in Ciayumajakuning can produce images and videos with much better quality. One of the benefits of Tembang Pantura is to make video clips that the audience sees more interesting and of high quality. With the Pantura song program that plays video clips of modern tarling songs, artists compete to raise the standard of video clip taking. Therefore, the music artist agency Tarling is aggressively changing the concept of stage performances that are considered a reality by presenting them in the form of virtual and hybrid reality (Imawan, Ahimsa-Putra, et al., 2023).

Referring to the statement above, there are 4 important points *of technology, design, aesthetics and content*. Supporting entertainment media at home, television is now experiencing a very rapid development over time, followed by digital technology that greatly affects the broadcast quality of a television to represent images and audio with excellent quality. Television viewing affects human lifestyles, so it is necessary to review what will be broadcast. *The design* of a program is certainly an important role as the distinctive identity of the broadcast, the pantura song has a distinctive design with video clips of pantura songs with *content* that is worthy of broadcasting. The television that we see every day in the living room is not just an ordinary technology, television as a means of transmitting world news to the audience, which is a source of information, entertainment media and cultural channel. Tembang Pantura, an entertainment program as well as a cultural channel, certainly has special requirements that are closely held as affirmed by the informant above with the concept of using the language and connotation of Cirebon, quality video clips in terms of images and audio so that they are worthy of broadcasting.

Effects of Watching Pantura Songs

Excitation transfer A thing that is described from several parties is then conveyed when it does happen on a live broadcast, then it can be anticipated by making a renewal or an improvement made by the creative team to be eliminated or diverted with a media, broadcast, and other creativity. *Catharsis* What is meant in terms of cleaning is when there is something that makes a broadcast feel unpleasant to see or feel damaged in a broadcast, then cleaning is carried out by diverting or making a repair, doing a creativity and other innovation. So that something that has happened during the live broadcast can be seen more interesting and give an interest to the audience. *Learning* from the audience who enjoy Tarling music during the learning process by watching the Pantura music program every day. This learning process includes the attention, remembering, and motivating phases, as well as action.

According to Novi Kn, the tembang pantura program is not only used as entertainment but also as a means of learning. Sometimes, the songs contain a message of advice and serve as a learning tool, some discuss romance, and some are just entertaining. Maybe because of the video clip or the host. The Tembang Pantura event is very important because it provides many life lessons and advice and provides entertainment.

The results of the above quote show that the tembang pantura program can not only entertain the audience but can also provide education to the audience through the broadcast of video clips that contain the message contained in each song. In addition, artists can use this program as a way to promote and preserve Cirebon culture through their work.

Then from the perspective of the audience of the pantura song, namely Dedi Wahyono from Sumedang In his daily life he uses Sundanese to communicate but can speak Cirebon because he likes the songs that are shown in the program so that it becomes a learning medium.

I like to watch Pantura songs and like the songs that use the Cirebon language, so I try to learn the Cirebon language little by little. And I always watch this program all the time.

We can underline that everyone has knowledge and everyone has a learning for each individual. This is done by a researcher to be able to provide an overview to all readers and all viewers who can make learning something to come. It also concerns the link of cultural and artistic problems in Cirebon, it can also make an important role to the audience that this pantura song is an illustration that the musical art in the city of Cirebon is still maintained and is still very close to be held very well to friends who want to do and want to know that it can be the knowledge that will come.

Conclusion

Referring to the results of research in the field, the researcher uses the theory of media entertainment and has a novelty, namely the production of digital culture in the entertainment program "tembang pantura" on local television in Cirebon as the title presented by the researcher. The following conclusions were obtained about the RCTV pantura songs: (1) The choice of watching the pantura songs As for the conclusions expected in this study, it can be said that the respondents stated that all types of needs wanted to find their satisfaction. The interest of respondents from the above results is that the pantura song is very entertaining and favorite song is one of the factors; (2) The motivation for watching the pantura song, the satisfaction obtained by the respondents from watching the pantura song can be said to be fulfilled by the majority. Watching the

pantura song is an escape when tired and as a form of fan of Cirebonan songs; (3) The role of media devices in the pantura song after conducting interviews with respondents. The selection of video clips is also an important aspect to maintain existence which includes several conditions; (4) The effect of watching the pantura song, the Pantura song, promoted by the Pantura song program on RCTV, has been well received by the public. Consuming entertainment programs can be a means of learning media for the audience who like it by liking, watching, observing, motivating and acting. However, watching tarling songs outside the Indramayu Cirebon area, which may be a little neglected, tends to choose a modern lifestyle and lifestyle, including music.

It can be concluded that the music entertainment of Tembang Pantura provides an enjoyment experience which is the core of the entertainment media theory is one of the important aspects for humans because it provides happiness, joy, loneliness for a person in the fatigue of the activities carried out by the informant as a form of fact that when requesting a song via the phone and playing it can make the audience more happy and entertained. The results of this study show the enjoyment of Cirebon's entertainment and culture that can be seen when watching the pantura song and also as a medium for the preservation of Cirebon culture that uses the pantura language and the audience's enthusiasm for Cirebonan songs which makes this program still exist until now. This is a cultural product or message that influences and reflects culture in society, including the cultural heritage of artists who are encapsulated in a song, one of which is the Tembang Pantura program made by RCTV itself.

References

- Banaty, T., Siswoyo, M., & Nurfalah, F. (2018). Respon Masyarakat Kelurahan Kecapi Mengenai Fenomena Program Acara D'academy Indosiar (Studi Kasus Masyarakat Kelurahan Kecapi Harjamukti Kota Cirebon Tentang Kawasan Music Dangdut Di D'academy). *Jurnal Signal*, 6(1), 82–107. <https://doi.org/10.33603/Signal.V6i1.952>
- Bartsch, A., & Viehoff, R. (2010). The Use Of Media Entertainment And Emotional Gratification. *Procedia - Social And Behavioral Sciences*, 5, 2247–2255. <https://doi.org/10.1016/J.Sbspro.2010.07.444>
- De Ritis, A., & Si, S. (2016). Media And Entertainment Industry: The World And China. *Global Media And China*, 1(4), 273–277. <https://doi.org/10.1177/2059436417695684>
- Denny, A. A., & Indri Rachmawati. (2022). Manajemen Media Penyiaran Televisi Swasta Lokal Dalam Memproduksi Program Informatif. *Bandung Conference Series: Communication Management*, 2(1), 19–23. <https://doi.org/10.29313/Bcscm.V2i1.287>
- Fajri, K., & Naufal, M. Z. (2023). *Kajian Seni Tarling Dan Upaya Revitalisasi Dengan Merefungsionalisasinya Pada Mata Kuliah Sanggar Sastra Stkip Nu Indramayu Berbasis Industri 4.0*. 8.
- Haqu, R. (2020). Era Baru Televisi Dalam Pandangan Konvergensi Media. *Rekam*, 16(1), 15–20. <https://doi.org/10.24821/Rekam.V16i1.3721>
- Imawan, K., Ahimsa-putra, H. S., & Simatupang, G. R. L. L. (2023). Tarling Music Virtual Concert Remediation Strategies In The Covid-19 Pandemic Era. *Kata*, 25(00), 74–80. <https://doi.org/10.9744/Kata.25.00.74-80>
- Imawan, K., & Chamidah, N. (2019). *Representation Of Modern Tarling Music Amidst Cultural Relation And New Media Era*. <https://doi.org/10.4108/Eai.7-12-2018.2281779>
- Imawan, K., & Sari, T. (2019). Tarling Music Digitalization And Transformation In Network Society Era. *Kne Social Sciences*, 339–352. <https://doi.org/10.18502/Kss.V3i20.4946>
- Imawan, K., Shri Ahimsa-putra, H., & Lastoro Simatupang, G. R. L. (2023). Capital Commodification In The Field Of Tarling Music Digitalization. *Kne Social Sciences*, 2023, 299–309. <https://doi.org/10.18502/Kss.V8i15.13945>
- Industry, M. (2023). *Tarling Music Industry Ecosystem In The Digitalization Arena Ecosistema De La Industria Musical De Tarling En El Campo De La Digitalización Tarling Music Industry Ecosystem In The Digitalization Arena*. 2, 24–48.
- Knobloch, S. (2003). Mood Adjustment Via Mass Communication. *Journal Of Communication*, 53(2), 233–250. <https://doi.org/10.1093/Joc/53.2.233>
- Lewis, R. J., Tamborini, R., & Weber, R. (2014). Testing A Dual-Process Model Of Media Enjoyment And Appreciation. *Journal Of Communication*, 64(3), 397–416. <https://doi.org/10.1111/Jcom.12101>
- Nabila, L., Bahari, Y., Ismiyani, N., Zakso, A., & Ramadhan, I. (2023). Analisis Nilai-Nilai Dalam Kesenian Tradisional Kuda Lumping Di Desa Rasau Jaya Tiga Kecamatan Rasau Jaya Kabupaten Kubu Raya. *Jurnal Ilmiah Wahana Pendidikan*, 9(21), 450–459.
- Nurfitriya, S., Yusuf, M., & Mandala, I. (2022). Migrasi Media Televisi Mainstream ke Digital: Televisi Lokal Siap Menyambut Analog Switch Off (Aso). *Komunikasia: Journal Of Islamic Communication & Broadcasting*, 2(1), 127–137.

- Prahdinata, B. (2023). Bentuk Penyajian Program Acara Musik “Spektrum” Di Tvri Jawa Timur Pada Masa Penyiaran Digital. *Repertoar Journal*, 4.
- Santoso, E., Cherieshta, J., Baby Natasha, M., & Young, J. (2023). Perlindungan Warisan Budaya: Peran Hukum Adat Dalam pemeliharaan Budaya Lokal. *Innovative: Journal Of Social Science Research*, 3(5), 543–553.
- Sidoharjo, G., & Sragen, A. (2017). *Persepsi Penonton Tayangan Reality Show 86 Net Tv Di Perumahan Griya Sidoharjo Asri Sragen Oleh:*
- Sindu, K. (2019). Pelestarian Budaya Campursari Dalam Program Tvri Jawa Timur. *Kanal: Jurnal Ilmu Komunikasi*, 6(2), 165. <https://doi.org/10.21070/Kanal.V6i2.2563>
- Solekhah, A., Duku, S., & Yahya, A. H. (2023). Strategi Televisi Lokal Dalam Mempertahankan Eksistensi Bahasa Daerah. *Jurnal Ilmu Sosial, Humaniora Dan Seni (Jishs)*, 1(4), 978–984.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Afabeta, Cv.
- Trisdani, H. P. (2017). Penerimaan Penonton Terhadap Program Musik Dangdut Academy 3 Di Indosiar. *Publication.Petra.Ac.Id*, 5(1), 11.
- Vorderer, P., Klimmt, C., & Ritterfeld, U. (2004). Enjoyment: At The Heart Of Media Entertainment. *Communication Theory*, 14(4), 388–408. <https://doi.org/10.1111/J.1468-2885.2004.Tb00321.X>
- Wibowo, B. T. (2012). Persepsi Masyarakat Terhadap Penyajian Musik Organ Tunggal Di Desa Keloran Kecamatan Selogiri Kabupaten Wonogiri. *Yogyakarta: Universitas Negeri Yogyakarta*.
- Wulandari, Y., & Wahyudin, A. (2023). Implementasi Produksi Program “Tembang Kenangan” Di Banyumas Tv. *Judicious*, 4(1), 1–9. <https://doi.org/10.37010/Jdc.V4i1.1189>