

## **Infotainment as Indonesian Women' Spectacle**

What is the first thing that across your mind after hearing the words 'Insert' and 'Silet'? You probably think of that celebrity gossip program on TV that your mother usually watches. According to Matthew, Infotainment—widely known as celebrity news show—is a television programming that presents information—mostly about celebrity gossip—in a manner intended to be entertaining. If we take a look closely in our national television channel, we must be found that every channel has more than one infotainment program. Trans TV is one of the examples. Trans TV has three Infotainment programs namely Insert Pagi, Insert, and Insert Today. Seeing the plenty numbers of infotainment in Indonesia, through this essay the author analyses the reasons for infotainment grow fast in Indonesia also to analyse whether there is a bad impact on society—especially women—caused by infotainment.

The high rate of infotainment in Indonesia proves that Indonesian love gossip—especially women. In the household, the wife tends to spend more time alone at home than the husband and children. During the loneliness of being alone at home, women tend to find entertaining shows on television. Ironically, what always aired on tv during the loneliest time is all about gossip and gossip. If we check out the airing schedule of infotainment in Indonesian television, we probably notice that they always air in the morning around 6.30 A.M when the husband and kids are off to work and school. They also air in the afternoon around 12.30 P.M and 3 P.M when women—especially housewives—are doing any home chorus. This one happens not by chance. In society, women are always constructed as human beings who love gossiping. They always curious about the other's problem and is loving talking trash behind the other's back. Due to this stereotype of women, Indonesian media bring infotainment as a nice service for Indonesian women to enjoy.

The uneducated content that they serve to the table, make infotainment has been labeled as a useless program that ever exists. Knowing the uselessness of this program might get you to wonder why this program still exists up to this day. The answer is just simply because of ratings. As one of the products of popular culture, it clear that the purpose they are having infotainment on television is to get any money or profit out of it. So, no matter how useless the content is, it does not matter as long

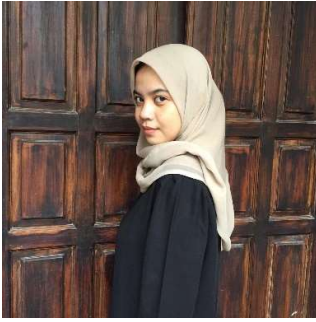
as they get money from it. This is such a disaster for the future of the generation of Indonesian women because if they are used to consuming gossip 24/7 from the media it will make them normalize gossiping which will surely be passed on to their children. Not only that, consuming too much gossip through infotainment can also affect the real life of women. The infinite amount of gossip they consume make women think that gossiping is a normal thing to do. As result, women can easily do gossip with friends or people around them. It is also uncommon for us to hear that gossiping is one of the ways to enhance the intimacy of friendship.

Because of everything mentioned, it becomes clear that infotainment grows big in Indonesia because of the amount of attention that Indonesian—especially women—give to that program. Although there are many contras about infotainment saying they do not give any benefits to the viewers, the program still standing tall here, in Indonesia, because the rating never goes downfall. This is such a disaster for the future of the next generation of Indonesian women because if this useless program still keeps going without any balanced educational program, women will get used to gossip content and make it a habit. In the future, I wish there will be more educational and motivational content for Indonesian women to enjoy.

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