

ABSTRACT

Interactive Dialogue talk show program aired on Radio Suara Salatiga (SS) FM is one manifestation of public sphere through the medium of radio. When SS FM begin the process of changing its status from Radio Voice Local Government towards the Local Public Broadcasting, then the existence of the Interactive Dialogue is questionable, whether it remains a local government mouthpiece or it acts as a medium conveys the aspirations of society. Thus this study aims to explain the attraction between the local government and community aspirations in relation to efforts to build a democratic public sphere.

The research was conducted using qualitative content analysis and supported by case studies to determine the program's description Interactive Dialogue talk show, the attraction between the government and the aspirations of the people, causes and consequences. Some of the concepts that support data analysis is the concept of the public sphere Habermas, communicative citizenship and public sphere models, principles of democratic broadcasting—independency, accountability, diversity—and trivialization and apathy (McKee). Data and information obtained through the transcription of the audio recording program, open interviews, direct observation and literature review.

The results showed that the Interactive Dialogue talk show program yet eligible real public sphere, because the element of deliberation is not embodied in it. In addition, the aspirations articulated by the community was limited to questions and consultations. The rest, Interactive Dialogue is still a mouthpiece of government. The reasons for this can be seen from the special factors and general factors. While the result is the emergence of trivialization, apathy, and a failure in creating a participatory communicative practices in the public sphere.

Key words: aspiration, public sphere, communicative citizenship, Local Public Broadcasting.

INTISARI

Program *talk show* Dialog Interaktif yang disiarkan di Radio Suara Salatiga (SS) FM merupakan salah satu perwujudan ruang publik melalui media radio. Ketika SS FM memulai proses perubahan statusnya dari Radio Suara Pemerintah Daerah (RSPD) menuju Lembaga Penyiaran Publik Lokal (LPPL), maka eksistensi Dialog Interaktif dipertanyakan, apakah ia tetap menjadi corong pemerintah daerah atau ia berperan sebagai media penyampai aspirasi masyarakat. Sehingga penelitian ini bertujuan menjelaskan tarik-menarik aspirasi antara pemda dan masyarakat dalam kaitannya dengan upaya membangun ruang publik yang demokratis.

Penelitian dilakukan dengan metode analisis isi kualitatif dan didukung dengan studi kasus untuk mengetahui deskripsi program *talk show* Dialog Interaktif, tarik-menarik aspirasi antara pemda dan masyarakat, faktor penyebab dan akibatnya. Beberapa konsep yang mendukung analisis data adalah konsep ruang publik Habermas, *communicative citizenship and public sphere model*, prinsip-prinsip penyiaran yang demokratis—*independency, accountability, diversity*—serta *trivialization* dan *apathy* (McKee). Data dan informasi diperoleh melalui transkripsi rekaman audio program, wawancara terbuka, observasi langsung, dan telaah literatur.

Hasil penelitian menunjukkan bahwa program *talk show* Dialog Interaktif belum memenuhi kriteria ruang publik yang sesungguhnya, sebab elemen deliberasi tidak terwujud di dalamnya. Selain itu, aspirasi yang disampaikan oleh masyarakat hanya sebatas pertanyaan dan konsultasi. Selebihnya, Dialog Interaktif masih menjadi corong pemda. Faktor penyebabnya dapat dilihat dari faktor khusus dan faktor umum. Sedangkan akibatnya adalah munculnya *trivialization, apathy*, dan kegagalannya dalam menciptakan praktek komunikatif partisipatif di ruang publik.

Kata-kata kunci: aspirasi, ruang publik, kewarganegaraan komunikatif, LPPL.