

Abstract

Netnography methods was implemented to examine the dynamics of Indonesian TV audience social network in the age of media convergence, especially in *sinetron 7 Manusia Harimau*. After conducting the online participatory observation in two groups of *7MH*'s fandom and conducting in-depth interviews with seven informants, the results showed that the presence of media convergence age had enhanced TV audience's interactivity and had broaden the way audience consume *sinetron*. The audience of *7 Manusia Harimau (7MH)* fulfilled the characteristics as interactive audience. They were able to develop individual and communal network, in the locally and globally context, with the support of online media. The *7MH* audience also developed collective identity and collective intelligence through collective actions and participatory culture in using media.

Keywords: *social network, audience, television, netnography, interactive audience, sinetron, soap opera, media convergence, fandom, participatory culture, collective intellegence, online media.*

Abstraksi

Metode netnografi digunakan untuk meneliti dinamika jaringan sosial penonton TV Indonesia di era konvergensi, khususnya di program sinetron *7 Manusia Harimau*. Setelah melakukan observasi partisipatoris *online* pada 2 (dua) kelompok *fandom 7MH* dan melakukan wawancara mendalam pada 7 (tujuh) informan, hasil penelitian menunjukkan bahwa kehadiran era konvergensi telah meningkatkan interaktivitas para penonton TV dan memperluas cara penonton mengonsumsi sinetron *7MH*. Penonton sinetron *7 Manusia Harimau (7MH)* memenuhi ciri-ciri sebagai audiens interaktif yang dengan dukungan media *online* mampu mengembangkan jaringan individual maupun komunal di lingkup lokal dan global. Para penonton *7MH* juga mengembangkan identitas kolektif dan kecerdasan bersama melalui aksi kolektif dan budaya partisipatif dalam bermedia.

Kata Kunci:

jaringan sosial, penonton, televisi, netnografi, audiens interaktif, sinetron, opera sabun, konvergensi media, fandom, budaya partisipatif, kecerdasan bersama, media online.