

IKLAN TELEVISI: SEBUAH KEKUATAN PENCITRAAN

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Television as a public electronic medium encounters varied challenges—one of which is gaining the most profit. One of its steps taken is by providing space for advertisements whereby ads are presented through certain TV Program (s) with high rating expectation as a result of TV viewers' preference. The higher the rating the more money the TV business gains. The power of advertisements can generate a variety of impression—one of which is lifestyle. With reference of Baudrillard's theory of hyper reality and simulation, the study makes an account of the formation of lifestyle encouraged by the presence of TV advertisements. Consumption is made NOT on account of one's needs but on fulfilling social status. The writer comes to the reflection that while TV advertisements are powerful, it is recommended that every individuals be wise and smart as to the choice of attitude and action to take, in addition, efforts should be made to see whether the exposure of particular lifestyle are in essence the values that our culture hold.

Key words: TV, advertisements, Baudrillard's theory, lifestyle, consumptions.