

ANALISIS VISCAP MODEL DALAM STRATEGI PENGGUNAAN *CELEBRITY ENDORSER* GUNA MEMPROMOSIKAN PROGRAM TV

(STUDI PADA PENGGUNAAN SHAHEER SEIKH SEBAGAI PEMERAN UTAMA DALAM PROGRAM SINETRON ‘CINTA DI LANGIT TAJ MAHAL *SEASON 1*’ DI ANTV)

Mutiara Zhora

ABSTRAK

Media televisi masih menjadi sarana hiburan yang paling diminati oleh masyarakat Indonesia. Khususnya program sinetron dengan berbagai jenis *genre* juga masih merajai jam-jam unggulan yang ditayangkan oleh berbagai stasiun televisi. Stasiun televisi ANTV diakui menjadi pelopor utama ‘Demam Program Sinetron India’ pada akhir tahun 2014 lalu. ANTV mengambil kesempatan baik tersebut dengan memanfaatkan idola baru asal India, Shaheer Seikh untuk menjadi pemeran utama dalam program sinetron lintas negara ‘Cinta di Langit Taj Mahal (CDLTM) *season 1*’. Penelitian ini adalah penelitian deksriptif kualitatif yang bertujuan untuk mengetahui analisa VisCap Model dalam strategi penggunaan Saheer Seikh sebagai *celebrity endorser* sekaligus pemeran utama dalam program sinetron CDLTM *season 1* guna mempromosikan program sinetron tersebut. VisCap Model digunakan untuk mengevaluasi karakteristik *celebrity* yang akan dijadikan *celebrity endorser*. Karakteristik VisCap Model adalah *visibility*, *credibility*, *attraction*, dan *power*. Shaheer diakui telah memiliki keseluruhan karakteristik yang ada pada VisCap Model sehingga layak dijadikan *celebrity endorser* pada program sinetron CDLTM *season 1*. Teknik pengumpulan data melalui wawancara mendalam dengan narasumber, observasi dokumen kerja dan penelurusan dokumen. Hasil penelitian ini menunjukkan jika Shaheer Seikh sebagai *celebrity endorser* beserta strategi promosi melalui promo *on air* dan promo *off air* mempengaruhi keberhasilan program sinetron CDLTM *season 1* sesuai dengan hasil *rating* yang telah dikeluarkan sejak episode perdana program sinetron tersebut.

Kata kunci: viscap model, *celebrity endorser*, promo *on air*, promo *off air*.

VISCAP MODEL ANALYSIS IN CELEBRITY ENDORSER UTILIZATION STRATEGY IN PROMOTING TV PROGRAM

(STUDY IN THE UTILIZATION OF SHAHEER SEIKH AS THE MAIN LEAD IN
ANTV'S CDLTM SERIES SEASON 1)

Mutiara Zhora

ABSTRACT

Television is still the most favorite entertainment source for Indonesian audiences. Especially TV series (or locally known as *sinetron*) with various genres that are roaming the primetime slots in various channels. The ANTV channel is known for being the pioneer of 'Indian Series Fever' which was started at the end of 2014. ANTV is utilizing the chance by choosing new idol from India, Shaheer Sheikh to be the male lead in their cross-country '*Cinta di Langit Taj Mahal season1*' (CDLTM) or 'Love in the Taj Mahal's Sky' season 1. This research uses the qualitative descriptive method that aims to analyze the VisCap Model in the use of Shaheer Sheikh as celebrity endorser as well as the main lead in CDLTM season 1 in order to promote the series. Viscap Model is used to evaluate characteristics for celebrities who will be endorsers. The Viscap Model characteristics are visibility, credibility, attraction, and power. Shaheer is acknowledged as possessing the whole characteristics in Viscap Model and thus he's worthy to be a Celebrity Endorser for CDLTM TV Series Season 1. The data gathering process is done through in-depth interview, working-document observation, and document discovery. The result shows that putting Shaheer Sheikh as the celebrity endorser as well as on-air and off-air promotion impacts the success of CDLTM season 1 based on the ratings result that has been released since the very first episode of the series.

Keywords: viscap model, celebrity endorser, on-air promo, off-air promo