

ABSTRAK

Sinetron merupakan program hiburan unggulan stasiun televisi dalam mempertahankan popularitasnya di tengah pergeseran media yang menyebabkan menurunnya jumlah penonton televisi. Berdasarkan survei Nielsen, program sinetron menjadi mayoritas yang menduduki 10 peringkat rating tertinggi program televisi serta juga menarik perhatian audiens di media sosial. Oleh karena itu, penelitian ini bertujuan untuk menganalisis dan mendeskripsikan elemen-elemen yang membentuk formula kesuksesan pada sinetron rating tertinggi September 2024. Pendekatan penelitian yang digunakan adalah kuantitatif deskriptif dengan metode observasi melalui analisa *minute by minute content*. Sampel yang dianalisis yaitu sinetron rating 5 teratas yang tayang pada periode 2-15 September 2024 meliputi 7 judul dengan total 70 episode. Elemen atau unit analisis yang dianalisis mencakup tokoh, set tempat, jenis percakapan, karakter, plot, emosi, dan scene. Hasil penelitian menunjukkan bahwa elemen yang dominan muncul di sinetron rating teratas yaitu set tempat *indoor*, jenis percakapan drama, karakter protagonis, *main plot*, emosi galau/curiga/merenung/ragu/penasaran, tokoh utama, dan *scene* yang bersifat konflik rahasia dan perlu diungkap menjadi bagian yang menarik perhatian pemirsa. Hasil ini menunjukkan bahwa keberhasilan sinetron ditentukan oleh proses *gatekeeping* yang memilih elemen yang paling sesuai dengan ekspektasi penonton. Hasil ini juga sejalan dengan elemen program sukses Morissan khususnya pada aspek konsistensi, konflik, dan kesukaan. Penelitian ini diharapkan dapat dijadikan acuan bagi praktisi media dalam merancang program serupa.

Kata kunci: sinetron, *minute by minute*, *gatekeeping*, elemen sukses, program televisi

ABSTRACT

Soap operas are television stations' flagship entertainment programs in maintaining their popularity amidst media shifts that have led to a decline in television viewership. Based on a Nielsen survey, soap operas are the majority of programs that occupy the top 10 highest ratings on television programs and also attract audience attention on social media. Therefore, this study aims to analyze and describe the elements that form the success formula for the highest-rated soap operas in September 2024. The research approach used is quantitative descriptive with an observation method through minute-by-minute content analysis. The samples analyzed were the top 5 rated soap operas that aired in the period of September 2-15, 2024, covering 7 titles with a total of 70 episodes. The elements or units of analysis analyzed include characters, setting, types of conversations, characters, plots, emotions, and scenes. The results show that the dominant elements appearing in the top-rated soap operas are indoor settings, types of dramatic conversations, protagonist characters, main plots, emotions of confusion/suspicion/pondering/doubt/curiosity, main characters, and scenes that are secret conflicts and need to be revealed to attract viewers' attention. These results indicate that the success of soap operas is determined by a gatekeeping process that selects elements that best align with audience expectations. These results also align with elements of Morissan's successful programs, particularly those related to consistency, conflict, and likability. This research is expected to serve as a reference for media practitioners in designing similar programs.

Keywords: *soap opera, minute by minute, gatekeeping, elements of success, television programs*