

ABSTRAK

Program acara televisi adalah hasil dari proses kreatif dan strategi produksi dari sebuah tim. Penelitian ini bertujuan untuk mengevaluasi efektivitas tayangan *Lapor Pak* di Trans 7 dalam memenuhi kebutuhan hiburan masyarakat di Desa Winong, Kota Purworejo. Program *Lapor Pak* merupakan acara komedi kriminal yang mengusung konsep humor dengan latar belakang kantor polisi dan masuk 15 besar Top rating program tv yang diunggah melalui akun instagram @INDOTVTrends. Penelitian ini menggunakan pendekatan kuantitatif deskriptif, data dikumpulkan melalui kuesioner pada 96 responden yang dipilih secara purposive sampling. Berdasarkan analisis deskriptif menunjukkan bahwa tayangan *Lapor Pak* Trans7 telah efektif dalam memenuhi hiburan pada masyarakat di Desa Winong Kota Purworejo. Hal ini dibuktikan dengan penilaian yang tinggi pada sebagian besar - dimensi efektifitas tayangan. Hasil analisis menunjukkan bahwa *Lapor Pak* efektif dalam memberikan hiburan, dengan indikator ketepatan waktu memiliki nilai tertinggi (56,3%), diikuti pemahaman program (55,2%), ketepatan sasaran (47,9%), dan tercapainya tujuan (44,8%). Namun, indikator perubahan nyata memiliki efektivitas terendah (28,1%). Meskipun tayangan ini tepat sasaran dalam menyampaikan humor, dampaknya terhadap edukasi isu sosial dan politik masih minim. *Lapor Pak* dinilai mampu menyajikan hiburan berkualitas sesuai ekspektasi penonton.

Kata Kunci: *Efektivitas program televisi, hiburan, Lapor Pak, Trans 7, Desa Winong, pemenuhan hiburan.*

ABSTRACT

Television programs are the result of a team's creative process and production strategy. This research aims to evaluate the effectiveness of the Lapor Pak broadcast on Trans 7 in meeting the entertainment needs of the community in Winong Village, Purworejo City. The Lapor Pak program is a crime comedy program that carries a humorous concept with a police station as the background and is in the top 15 rated TV programs uploaded via the Instagram account @INDOTVTrends. This research uses a descriptive quantitative approach, data was collected through questionnaires from 96 respondents selected using purposive sampling. Based on descriptive analysis, it shows that the Lapor Pak Trans7 broadcast has been effective in providing entertainment for the community in Winong Village, Purworejo City. This is proven by high ratings in most dimensions of impression effectiveness. The results of the analysis show that Lapor Pak is effective in providing entertainment, with the punctuality indicator having the highest value (56.3%), followed by program understanding (55.2%), target accuracy (47.9%), and goal achievement (44, 8%). However, real change indicators had the lowest effectiveness (28.1%). Even though this show is right on target in conveying humor, its impact on education on social and political issues is still minimal. Report Pak is considered capable of providing quality entertainment according to audience expectations.

Keywords: *Television program effectiveness, entertainment, Lapor Pak, Trans 7, Winong Village, entertainment fulfillment.*