

ABSTRACT

Language is message's medium that used by cross individual to communicate. In Indonesia, Bahasa Indonesia is the official language of the country so it is a must for all Indonesian to understand their proper language based on EYD rules. Even the using of Bahasa that based on rules in daily life can show a formal impression, but the awareness of proper Bahasa should be instilled in us as a nation of Indonesia. Basically, the mass media has a function as a medium of information, education, entertainment and social control. But now the entertainment TV programme dominates Indonesia. The apprehension of this condition I convey through an edutainment TV programme called "Bahasa Bahasa". This programme will tell audiences about the proper Bahasa based on EYD rules. With a linguist (Head of Balai Bahasa Provinsi Jawa Barat) as the interviewees, my concern is about the failure of using Bahasa. This TV programme is a medium from me to socialize and build an awareness to audience about using proper Bahasa that suitable with the rules. In the making of this final task, I adjust some technique of TV programme production, through preproduction approach, production and postproduction. Within 30 minutes, this TV programme persuades people to enrich their knowledge about Bahasa with linguist's explanation that can increase people's knowledge.

Keywords: TV programme, edutainment, language, Indonesia, Bahasa, EYD