ABSTRACT

Talkshow is one type of the television program that commonly seen in television industry in Indonesia. Talkshow itself is a television program that usually present a discussion between the speaker and the host itself about some topic or hot issue in the community. Mata Najwa is one of the program that also presenting a talkshow. This program had been a hot issue in the community as well as college student because one of their episode, "Gengsi Berebut Kursi" with Angel Lelga as the speaker. Based on these reasons, this research was conducted to see the student perception toward one of Mata Najwa episode.This study used a kualitative approach through cas studies by placing Pers Ikom student as the subject under study. Student from Pers Ikom was chosen as informant because they have a similiar educational background, wich is Communication Science, and the similarity passion in journalism since been joined by one of the organizations in the faculty. Informants of six people consisting of students who have important position in the Pers Ikom. This research study examines the perception through analysis unit consisting of sensation, attention and interpretation. Data was collected by in-depth interviews with all the informants. The results largely reflect the audience gives the perception that tends to lead to a negative response to quality of Angel Lelga as a speaker in talkshow, while positive perception was given to Najwa Shihab performance in that episode.

Keywords **:** *Talkshow, perception, qualitative, television program*