

# ABDIMAS

Jurnal Pengabdian kepada Masyarakat  
<https://journal.unnes.ac.id/journals/abdimas/>

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## Analysis Use Artistic in Television Program Production Hells Kitchen Indonesia to Meaning Symbols Presented

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### Abstract

The television media industry in Indonesia has diversity pattern broadcasting and the target market. As for television program entertainment facilities must own diverse the method used to make the program created Can accepted and enjoyed by many market circles. But in reality the mass media industry which includes inside it television convey message, feeling or meaning other Can expressed with A appearance artistic in the program. The purpose of the analysis This For dissect more in meanings – meanings artistic What only what is in it A impressions television through theories put forward by experts semiotics famous namely John Fiske. In the analysis carried out with base observation from television programs owned by SCTV entitled Hell's Kitchen Indonesia, a reality competition show wrapped cooking with the reality that occurs in the kitchen restaurant in fact. It was found that A reality condition chef's kitchen that can wrapped up meanings - meanings implied through side artistic sign costume, interior, exterior, technical camera and elements the color displayed. Symbol the can give strength in convey A message certain.

**Keywords:** Television, Reality, elements. Artistic, Meaning

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### INTRODUCTION

The era of digitalization technology in Indonesia continues experience dynamics its existence. Currently digitalization technology has reach point where humans can be very close and very dependent to technology. Technology This own role big in sustainability life in modern society today This. The existence of technology this also encourages various sector life For Keep going adapt with developments that occur. Mass media be one of from that's all Lots sources relied upon by the community moment This is the role of mass media in life man moment This push acceleration displacement information between sectors and interests. The digitalization era technology this also changes style life and habits between his people (Sudarsono & Olivia, 2021).

As example with the existence of internet platforms at the moment This, society tends to Can accept information very quickly . If it was ancient times newspaper or letter news print Still become part from delivery information diverse sector, when This society that uses the internet already No need buy paper newspaper For get news latest, only with access the internet and when this is informatics media Already Lots available on the internet.

In the role of mass media This also involved in the sector television is one of the media that covers side information or news, entertainment or entertainment and so on. In its development television present For convey information information in form of news program. Along with the development of trends among the community, television slow later start develop the program to remain Can walk according to with The tastes of society in today's era, make various programs including news programs with more wrapping casual, sports programs, talk shows, variety and reality shows, documentaries, entertainment comedy, and so on .

as a moving medium in A industry, programs produced on television vary widely stages that must be passed so that the quality The displays presented are also maintained Good from visual, audio, script, creative ideas and so on. All of them through the first 4 stages is pre production, at the stage pre production This idea creative, checking standard quality impressions, talent, program content are

prepared at the stage This

furthermore There is stages production. At the stage This all ideas and preparation in execution or applied. Both those in production in a way studio system, then there are those in the field and places place certain others. After through stages production This program materials that have been executed enter into the post production stage. Stages This all materials received processed For realized in accordance with the needs of each program. And the last one is stages distribution Where all results production work done distributed or aired to audiences in various kinds of platforms

News program be one of the still exist needed moment this is in the industry television that is broadcast divided into 3 segments different. There are hard news, soft news, and features.

### **hard news**

In the field broadcasting or journalism can interpreted that hard news is A news that must be quick delivered to public Because existence characteristic very important information and delivered in a way current Because own influence big in society towards a events that occur like the occurrence disaster nature, news criminal theft, murder, then like accident Then cross and so on .

Due to the existence of characteristic This hard news also becomes fast news stale If informed too long because existence attachment time. Hard news can also called straight news which is short, concise and also not long winded, deep other things must be put forward objectivity so that information or the news delivered is the right facts .

### **Soft News**

If the information previously state that hard news must be informed quick Because contains very important and fast information stale, different with soft news. This soft news is news light load inside information – information unique or entertainment. Characteristics that are highlighted in softnews This the news tend nature No too bound time or type news that is not easy stale

In terms of news usually this is soft news lift uniqueness from the other side that makes news the own Power pull viewer as entertainment and so on .

Television also plays a role in The creative media industry in Indonesia continues to grow experiencing Lots change and development the program. this is also balanced with users or viewer its getting bigger many and massive. Television programs from SCTV (Surya Citra Television ) entitled Hell's Kitchen is a reality show program that broadcasts How the situation that occurred in the kitchen A where is the restaurant situations gripping, strategic, competitive, hot, full pressure, and real hectic become representative of the real world of kitchens .

Television programs this is what has been aired in 15 countries around the world and Indonesia was the first in Asia. Hell's Kitchen Indonesia (HKI ) is also a event search talent cook with a group of people who save talent and potential as well as big dream they For take chance compete in the kitchen A restaurant held by the station SCTV television with adapt original Hell's Kitchen show fasting is in England. Television program This in the journey always using elimination format for the participants and there are two camps that are distinguished with color red and blue as differentiator between competing teams. In the industry creative Indonesian television seasoning spice dramaturgy Enough required For interesting audience market interest Indonesian television. Spices the supported with existence addition artistic that builds symbol symbol meaning

## **METHODS**

Analysis study This done with use method qualitative descriptive In the analysis of television media that was carried out This use john fiske's theory which includes in it 3 different levels among them there is a level of reality where code code social more highlighted like the existing reality. As for such A clothes, movements, habits. Next there is a representative level, where at this level sides – sides technical electronic Lots appear like camera used, lens, lights the lights used and so on as bridge message message certain. Then next at the last level there is an ideological level that contains about elements – elements ideological.

Study This done with stages beginning watching and observing television programs from SCTV (Surya Citra Television ) as channel television private national in Indonesia with Hell's Kitchen Indonesia title via channel youtube, then with to study elements related semiotics with visual side, text, symbols or sign in side artistic

## **RESULTS AND DISCUSSION**

Visuals are very important in a broadcast program television. Be it entertainment programs, news programs and other programs. Producers also have role important in arrange how information – information you want can also be delivered accepted with easy by the audience or the audience from the program .

As for the matter many things be noticed in A television program broadcast is information conveyed must clear or clear so as not to happen Lots misunderstanding or misperceptions that occur in society due to the broadcast of the program. In addition to its importance convey information in a way clear, elements artistic that becomes part from visual treatment in A television program broadcast

In a media industry, message become A matter important in public understand What meaning what do you want delivered. This is pushed with existence diverse the way the media does it Alone For convey the message Good in a way direct written or No direct in a way implied .



Figure 1. Hells Kitchen Indonesia logo image  
Source ; youtube hells kitchen indonesia

The first is from television program title with the text " Hell's Kitchen" which is written general give message that this event can lead the audience moment see this Indonesian hell's kitchen text become have description condition kitchen hell although only with writing and added with element element object called "trident". Trident is A weapons owned Greek Gods with spear -tipped shape three and in it own meaning as symbol strength (Rasna, 2015). furthermore text written this hells kitchen own base gold color or gold. In No direct This give sign or message about elements luxury, elegance presented inside television program gallery this hells kitchen .



Figure 2. of riding a big motorbike  
Source ; youtube hells kitchen indonesia

This TV program also has jury main with Chef Juna Rorimpandey 's name is a professional chef who was born in Indonesia in 1975. Apart from being a a chef or interpreter cook. Chef Juna this is also one of the members of the most famous and largest motorcycle club in Indonesia. Already become confidential general that chef juna This own a tough and impressive character fierce. Added with diverse the tattoo that he have in hand add impression fierce and like like thug. His tall and quite ideal posture becomes the plus value that he has have in become a famous chef who often broadcast in mass media or entertainment media.

During the first episode hells kitchen Indonesia aired, in the scene the appetizer served with the participants boarding a bus with the logo hells kitchen, in this part Where There is a man riding a big motorbike or big bike with suit like professional bikers. That's it become foundation Early Character Development delivered past symbol or message that one who rides a big motorbike That is chef juna, but in fact actually the one who rides the motorbike not chef juna but other people, while chef juna Alone currently disguised in the bus that the participants were riding That .

This matter to signify that writer television program script This want to building the branding of Chef Juna 's character among ordinary people get to know good on social media or life real. because with only see artistic motorbike and wardrobe symbol of the clothes or outfit he wears just, people directly own perspective that that's chef juna with the appearance and outfit are indeed reflect chef juna character. From several points that have been mentioned earlier, chef juna capable give symbol or sign character jury or a chef who is fierce and firm in to realize draft from television programs Hell's kitchen



Figure 3. Hells kitchen indonesia bumper image  
Source ; youtube hells kitchen indonesia

In adding mark aesthetics and become fortress First a television program introduce A the event is A television program also has a bumper or in a way general bumper namely a good video material That animation or short video form that represents identity a tv program event or others used in program opener and close after or before advertisement .

in delve deeper elements semiotics that occurs in this bumper There is points that appear in more less than 5 – 10 seconds that is sign First when the bumper in visual after advertisement done and enter to hells kitchen program, started with show elements – elements blazing fire dominate the frame with red light up give meaning in about A Spirit struggle, strength in to achieve passionate dreams and souls For reach purpose. Not only That In this bumper, Chef Juna also shows a gesture of clenching his fist. second his hand widened as well shout with expression a fierce and angry face appears For represent the atmosphere that occurs in a television program hells kitchen Indonesia. especially Again The background sound and sound effects used also add depth hot and tense atmosphere .



Figure 4. Building image main  
Source ; youtube hells kitchen indonesia

Symbols – symbols furthermore is building the main one is shown. shown Quite a building big with added a number of element ber color enough red dominate in front door until to exterior pasted elements colored red. In addition There is a logo icon saved on the front building That written " HIK " which means Hell's Kitchen Indonesia. With abbreviation it's also the letter ' I ' stored in the middle symbolized with the trident icon typical of the Indonesian television program Hell's Kitchen. In the section door installed elements – elements fire red lit up to be characteristics typical of the event .

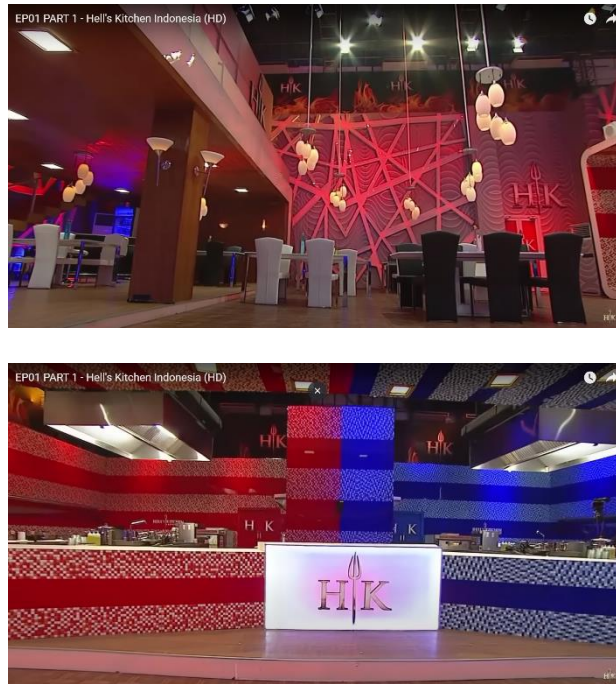


Figure 5. Interior image of the building  
Source ; youtube hells kitchen indonesia

Furthermore is part from artistic interior studio or restaurant used during a television program This is Hell's Kitchen taking place. In the visual side that is displayed is luxury, magnificent and expensive. This is a branding side carried out by the team Hells kitchen for show message that the program of events that they for underlying draft luxurious and elegant event theme restaurant with a fine dining concept. In delivering message those are the program crew and team creative install elements – elements quite artistic luxury, for chairs – installed chairs quite simple design with based on color black and white so that There is impression aesthetics color neutral minimalist. Next light hanging – lamp Hanging installed in style a mix of classic and modern with touch color warm yellow adds impression luxury in the room setting restaurant this, plus with fill in colored ambient light red and blue indicating side reality existence difference competition in the team red and blue .

Colors used in A artistic Can produce diverse interpretation or perspective Good delivered in side psychology, visual motivation, and meaning others that relate to side side humanity from the audience of the program. This color also makes existence A expression in convey A message implied, As for color This A character or a set can become Supporter strengthening his character. In this hells kitchen program color red make A meaning in matter emotion which was built reinforced by color red dominant on the side artistic atmosphere room .

### Wardrobe / Clothing

As befits like restaurants in general. In this Hells Kitchen program also has various levels of job descriptions. Starting from existence waiters, head chefs and so on. as for from That all every division Can differentiated from what they use from outfit to a number of things additions that should be them use in accordance with its provisions. In his duties Master d'hotel This lead dining, then he who manages the servants or waiter and guard atmosphere restaurant so that the guests who come to restaurant That Can own good and happy impression. As for other than That Maitre 's clothes d'hotel This wear is neat formal suit with suit black, shirt white, hair clinical and the tie he wear. This is become standard on a restaurant For show impression luxurious, formal, and elegant. Neatness here become a point base for the guests Can own impression first good to the restaurant visited

Chef is many professions in demand by various circles society. For delve deeper profession This usually many people follow class chef only, learn self-taught until by sharing knowledge in A group community. For being a professional chef is not easy either a easy and doable job done with a short time. They must through Long road with diverse risks faced in kitchen like hot coals, stove, risk things sharp like knives and tools cutter others. All of that done For produce dishes that have quality high and good taste so that the guests or buyer Can feel it pleasure dishes made . In guarding hygiene and reduce risk accident Work or protect the chef from possible risks happens in the kitchen, then the chef also has clothes special that he wear when cooking in the kitchen. So from that chef has clothes the usual

special called with a double breasted jacket. This is a functional clothing For protect dari various spill food and accidents kitchen. That thing emphasized with usage thick material too. Then if there is a double breasted jacket then There is trousers especially with thick cotton material .

In the show Hells Kitchen these are the participants who work wearing clothes that have been standardized and confirmed that those who become interpreter cook in the kitchen with symbol clothes special for colored chefs white

Hells Kitchen Indonesia own draft dinner restaurant with quite a concept luxury. The experience offered is also unique and quite new For market share in Indonesia. In the visuals presented by the guests who come and order the menu at Hells Kitchen Indonesia in some episodes can be seen his dominance with quite formal and luxurious clothes. In the 5th episode of Hells Kitchen Indonesia can be visualized that the guests who enter and eat at the restaurant That wearing an elegant and luxurious dress for Women, also with clothes man more dominant use formal wear such as suit with shirt his or only with shirt only. The purpose back Again strengthen For objective show objective program concept that has restaurant luxurious

In the observation conducted in 3 episodes of the television program Hell's Kitchen Indonesia. The subtitles that appear not full of the beginning of the event, until the end of the event is over. However the existing facts subtle This only appears when the sentence sentence important for the judges say, no only That This subtitle text also appears when the talent's voice dialogue or the contestant who speaks However No clear even until voice small .

Furthermore is at the semiotic level which is related with representative level. For one of the theories put forward by John Fiske is representative with technical codes. Refer from matter the can it is said that something that exists connection his with technical camera is one of them. Then with that, some message The signs used in the Hells Kitchen Indonesia program are many delivered with types of shots on the camera. For use corner wide or wide angle many used in shots on the side areas seats and tables eating at a restaurant, while the kitchen footage big between team red and team blue, for The atmosphere of the building outside and so on. Type of camera shot This used to be able to cause impression atmosphere vast and magnificent. Next Because in this event own intensity condition or hot, tense, gripping and competitive atmosphere. Quite a dominance Lots used is Types of shots from medium to close up to close up.

This is very often done moment happen tension between the chef contestants and the judges Hells Kitchen Indonesia. Dramatic impression when use it's very much crucial thing, even the audience secant will Can feel current conditions happened in the kitchen The expressions chef contestants can too seen with clear in shot type like this, start from there was enough sadness, crying, laughing, tension, and panic often. Then often also used Camera zoom in techniques moment leading to chef contestants ' expressions for add message the tension that occurs. Things the becomes more value also when symbols – symbols This used at the right time and conditions

## CONCLUSION

Television media production process in the digital era moment This own challenge big in to hook audience market interest. How people behind screen Can improvise in serve quality display With diverse how to do it moment television program production. Hells Kitchen became an event that features How the reality that occurs in kitchens restaurant that has a standard certain in accordance with their respective procedures. A television program Can it is said succeed if the audience can enjoy each the sections presented and the messages which can accepted by the audience. In understanding messages you want delivered television program party, they enter diverse symbols – symbols or loaded sign at that event in progress Good in side artistically constructed. Not enough from That, the symbols they serve Lots own meaning that can viewer interpret in a way implied. Although in a way No directly, but the elements presented Can play the imagination of the audience .

In television program production This artistic be one of life is very important and has role crucial For build side imagination audience and become bridge the message you want delivered by the program maker.

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