The “McDonaldization” of Television News in Market-Driven Media  
(Text Analysis of The Eid Mubarak’s “Mudik” News on Private Television Stations in Jakarta)

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Abstract

In order to gain high ratings and income from advertisements, Jakarta-based national television stations often broadcast similar programs. When one station succeeded in creating a program which is well-liked by the audiences, other stations immediately follow suit. This phenomenon also occurs in news programs. A phenomenon that emerged from the program homogeneity by television stations in Jakarta is the “mudik” news. This news package routinely aired before and after Eid Mubarak. Traditionally, every Ramadhan (a sacred month for Moslems all over the world), every newsroom management in every station provides special segments on “mudik” news. These kinds of news are broadcasted continuously by all television stations that has news program, several days before and after Eid Mubarak.

This study uses the concept of McDonaldization (Franklin’s McJournalism). Its examine the McDonaldization and the profit maximizing process of the Eid Mubarak “mudik” news program. The findings indicated that the Eid Mubarak’s “mudik” news showed more signs of McDonaldization process which had four dimensions: efficiency, calculability, predictability, and control. The news was designed to serve the profit maximizing interest of the firm rather than to fulfill the public’s information.

Key words: McDonaldization; McJournalism; TV journalism; market-driven journalism; junk-news; homogeneity