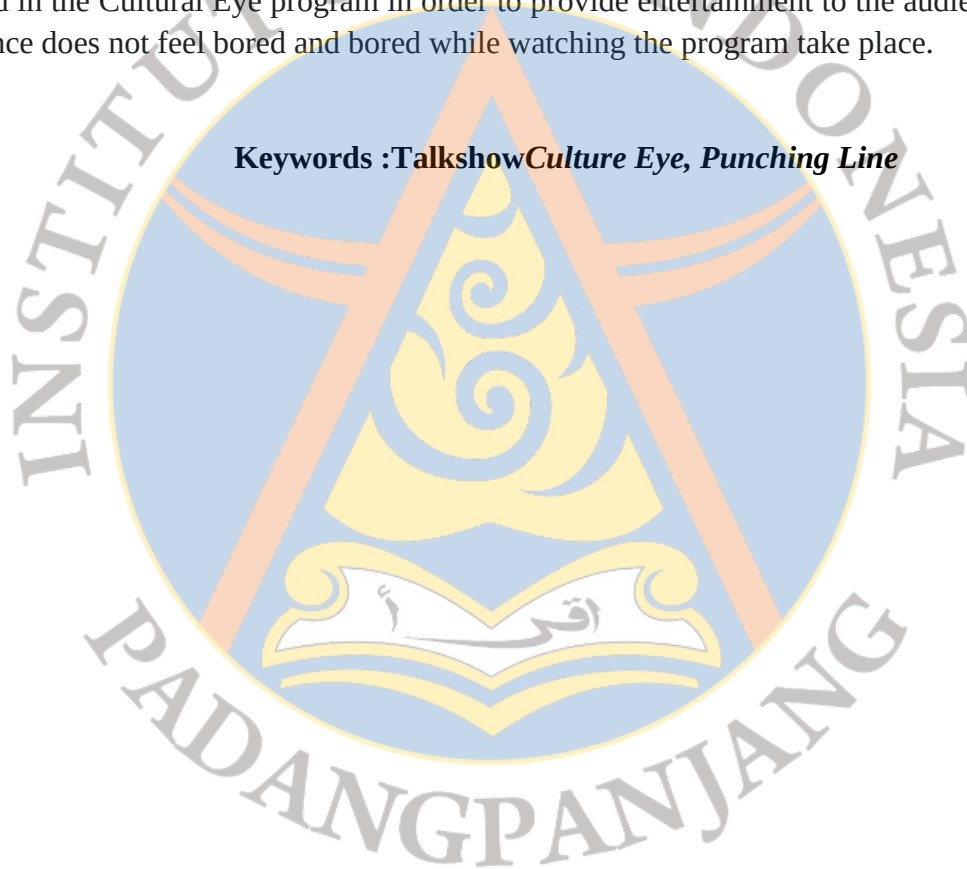


ABSTRACT

The Cultural Eye Program is a television program with a television format. This program is based on the cultural and artistic phenomena that exist in Minangkabau and has an impact on the younger generation today. The background of the Mata Budaya television program was an art forum in Padang Pariaman, where the Piaman Art Batajau Forum raised regional arts that have developed to date. The concept applied in the Cultural Eye program is the Punching Line to surprise the audience. This work is in the form of a television program with a duration of 48.44 seconds.

The results of the application of Punching Line in the Cultural Eye program which provides surprises in the form of comedy, statements, questions, expressions, etc. The use of the Punching Line in the Cultural Eye program is found in segments 2,3 and 4. The Punching Line is used in the Cultural Eye program in order to provide entertainment to the audience so that the audience does not feel bored and bored while watching the program take place.

Keywords : *Talkshow Culture Eye, Punching Line*



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