

ABSTRACT

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PROGRAM PRODUCTION ANALYSIS OF CLICK INDONESIAN AFTERNOON TELEVISION OF THE REPUBLIC OF INDONESIA (TVRI)

Keywords: Influence Hierarchy Theory, Mass Communication, Mass Media, Television Media, News Program Production.

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The research objective is formulated in the form of a concrete statement, observable and measurable (Soekidjo, 2010). In accordance with the problems studied, this study aims to determine the production process of the Klik Indonesia Siang News Program on TVRI. The research analysis method used is qualitative method. The research analysis method used is data analysis techniques, data presentation, and drawing conclusions. In this study, researchers applied data collection analysis techniques in the form of observation, interviews, and documentation. To create a program or broadcast, be it news, drama and non-drama, a production process is required through several stages such as Pre Production (Ideas, Planning, and Preparation), Production (Implementation), and Post Production (Completion and Screening). This study uses the Hierarchy theory of how the content of media messages conveyed to the public is the result of the influence of the internal policies of the media organization and the influence of the external media itself. Based on the research under study, the production of the Klik Indonesia Siang news program is related to the Hierarchy of Influence theory where the production of the Klik Indonesia Siang news program can convey how the content of news messages in the Klik Indonesia Siang program delivered to the public is the result of the influence of the internal policy of Klik Indonesia Siang TVRI as media and the influence of the external media Klik Indonesia Siang TVRI itself, and the production of Klik Indonesia Siang's news program can pack news in a better, interesting way, and can be accepted by the wider community as a quality news program for its news.

Bibliography (1985 – 2018)