

## **ABSTRACT**

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***Strategy of the Creative Team for Television Programs Pasti Obrolan Viral (POV) at TRANS 7 in Maintaining Existence (Case Study at PT. Skyrock Entertainment)***

*Keywords: Eksistence, Strategy, Television*

( xiii + 91 + Appendices)

*This research analyze the problem of how the creative team strategy for the Pasti Chat Viral (POV) program at TRANS 7 and what factors influence the strategy for the Pasti Chat Viral (POV) program at TRANS 7. The aim of this research is to find out about the strategy of the event program creative team Television Definitely Viral Chat (POV) on TRANS 7 and the factors that influence it. The research method used is a descriptive qualitative method, with data collection techniques namely observation, interviews with key informants and three other informants and documentation. Data analysis techniques using data collection, data reduction, data presentation, and drawing conclusions. Checking the validity of the data using triangulation techniques, namely technical triangulation, source triangulation, and time triangulation. This research uses Morissan's Program Strategy Theory (2015) which contains 4 program stages, namely Planning, Production and Purchasing, Execution, and Evaluation and Supervision and uses Agenda Setting Theory. The results of this research explain the strategy of the creative team for the Pasti Chat Viral (POV) program at TRANS 7 through the planning stage by determining content and target audience. Both production and purchase of POV programs are produced at PT Skyrock Entertainment and TRANS 7 as clients. Third, the POV program execution takes advantage of prime time and broadcasts every day. The POV broadcast strategy is to package broadcast programs in the Infotainment genre more creatively and with more interesting sources. Fourth, supervision is carried out by means of QC and evaluation is carried out by means of monthly meetings.*

*Bibliography (2014 – 2024)*