

PRODUCTION MANAGEMENT AT TELEVISI REPUBLIK INDONESIA (TVRI) TO MAINTAIN MAGAZINE PROGRAM “TBMC”

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ABSTRACT

This research was conducted to find out how production management program at TVRI. Researchers conducted a study using the concept of management functions by Peter Pringle. This research was conducted with the paradigm of post-positivism through qualitative and descriptive methods. The results of this study show that in the planning stages, producer do technical meeting and production meetings to convey an idea of the concept to production team “TBMC”. Organizing stage, the Division of the tasks set based on Standard Operating Procedure (SOP) who owned television stations. Duties and responsibilities of a given run in accordance with their respective profession. Direct and influence stage, Program Director doing the briefing and exert influence through coordination with the field crew, while the creative team do a redirection to the performers. Controlling stage performed by the Producer to conduct surveillance on the entire production process, Program Director of conducting surveillance against performance of the crew and performers, while the Creative Team conducting surveillance against scripts such as use the language to write script and duration of the program “TBMC”.

Keyword: Management, Production Program, TVRI, TBMC

Introduction

TVRI become free to air tv station who has been nominated by group of researchers from because TVRI is free to air tv station first championship bout in indonesia, with the mission to give a broadcast that entertaining rallies some stretching to educate, than informative in the manner of a neutral, in equal proportions, are all in good health, ethic and morality to build the culture of the nations. TVRI as an institution of public be launched since many broadcasting has executed and accomplished the tanggung answer for she was dead with presented them with which impressions are entertaining rallies some stretching to educate and at the same time, than informative, and does not consider anyone for society as a whole. Many programs that are high quality hour and were leading which are the same as production by TVRI and up to the present time is continuously in favor and goodwill with by the community. A change could happen in suggests that it is mainly be launched since many broadcasting TVRI as public had been successful in in presented them with the target of high quality impressions for the community.

The event posted by television shaped impressions audio and visual, who facilitate the public to catch a message or information provided. The event is divided into two types of the information and entertainment programs. The information is divided into two categories news hard and soft news. While entertainment programs have different categories such as music, a game show, drama, and show business. TVRI intend to meet the needs of the people in obtaining entertainment by producing program the event kinds of entertainment the magazine like program TBMC.

Pretty much a broadcast medium basically must be able to carry out various functions among others to advertise its function as a medium, a pleasant pastime, media of information and media services. Pretty much a broadcast medium are the ones spread of information which is in the form of culture or message that affects and reflect culture in society. As an organization or other stock company, pretty much a broadcast medium use management in their activities, and to everyone who has the responsibility for resources subordinate to and other organisations by running management function. Basically, management is required by all organizations because of good management and activities that have been plan will being vain and the achievement of a goal will be more difficult.¹

A company and station television need management. Management used to activities have been planned and the purpose that had been determined can be achieved. In television station the determination of the purpose done so that coordination of among the activities carried out can went wrong. All destination must be could be achieved, measurable, having respite and can supervised. Management worked through the planning activities, organizing, briefing and give impact, and supervision. Fourth this activity is very important, because the this will escort the way production process. Program that success and superior obtained through the activities of good management, so the purpose as specified can be achieved and production process progress in accordance with a procedure set in the planning activities.

TVRI apply management in running its production activities .By applying management during the production process, the relationship communication and coordination to subordinate off leaders can run well and better understanding of the purpose and objective to be achieved. Through a management the program can be managed and packed well, so the purpose of who want to passed on to the community can be accepted and understood. Pertaining to the matter that were analyzed then the researcher give a title production management research program TVRI in defending the magazine. A theory that researchers use:

A. Communication

¹ Badjuri, Adi. 2010. Jurnalistik Televisi. Yogyakarta : Graha Ilmu.

According to Bernard Berelson and Gary A. Steiner, communication: the transmission of information, a message, the idea, emotion, skill, and so on, by the use of symbols, words, a picture, figure, a graph, and so on. The act or process of transmission that is what usually called communication. According to Rogers with Lawrence Kincaid (1981), communication is a process in which two persons form or make the exchange information with each other, which would in the end arrived at deep penetration each other.

B. Mass Communication

According to Tan and Wright, mass communication is a form of communication using the media in connecting communicator with communicant. Numerous, reside far, very heterogeneous and creating a certain effect.

C. Mass Media

The mass media is one of an instrument used in the process of mass communication, for its ability to reach a wide audience and separated. The mass media derived of a term medium which means a means of whatever diatara with man. A message that brought by the media is not for one person to another person it, but from one person to hundreds of tens of thousands of other people.²

D. Television

Television is a system broadcasting picture accompanied to the (sound) via a cord or space who uses a tool that converts light (an image) and sound (of sound) can see can be heard. In the Undang-Undang Penyiaran No. 32 Tahun 2002, it was stated that the broadcasting television is media mass communications look of view, which channel the ideas and information in the form of sound and images in general, good open and closed, in the form of program regular and sustainable.³

E. Production Management

Merry Parket Follet define management as art of finish the job through others. Which means that managers in achieving tujuan-tujuan organization to go through the regulation on others, do not alone.

F. Magazine Program

The program magazine is a form of a broadcast to which aimed at peaceful and steady to cheer in a musical form, a song, the story, and as a sport. Program that are part the category of entertainment programs promised to supply drama, the game of, music, and heard a performance. The drama of presenting a story the life of seseorang yang played by a mostly players from the local (actor / actress), and been divided along two lines form that is shop opera and so the film. The game is program an event that involves a number of people movements flared up again to get something, and subdivided into the quiz show, dexterity, and this is reality. Music is a program of the event that will can be displayed in two muamalat ran into financial difficulties them to apply the format video clips and concerts. The show is a program of the event that will on the other hand displayed a person capacity or some good men out there in the studio but also outside studio.⁴

G. TBMC

"Taman Buaya Music Club" is an event program that goes into the type of entertainment program with music categories. The "Taman Buaya Music Club" program is a superior music program owned by TVRI. This program has been established since 2014 under the name of Buaya Beat Club. The program was vacuumed for one year, then resumed broadcasting in January 2018 by transforming into "Buaya Music Club". The name change from "club beat" to "music club", because Taman Buaya program wants to embrace all genres of music not only beat music but slow, mellow and middle music can also be included in the program.

H. Management Production

Management basically production is management that deals with decision-making or draft and supervision of the production process is a process of production management the achievement of a goal effectively and efficiently. Of the purposes to which had been mutually agreed upon, reached by a management action relating to decision-making and oversight of production activities. In general, management steps in the production of having run it works that is designing products, design process of making, designing material, scheduled process of making, divide work, hand over work, track progress, and revise the design.⁵

I. Management Function Peter Pringle

In running a production to run well and consistent with the objectives of the desired, of course there is the role of management in production is. In doing management responsibility, general manager implement the four basic function, planning, organizing, directives and give directing / influence and controlling.⁶

RESEARCH METHODOLOGY

A. Research Paradigm

Paradigm research is the think that explaining how to of view and treatment researchers to the facts of life social and treatment researchers to the or theory. This research referred to research fundamental about what become main problems in science. In this penelitian researchers used paradigm post positivism, this paradigm have a desire to fix

² Ardianto, Elvinaro & Komala, Lukiati. 2007. *Komunikasi Massa: Suatu Pengantar*. Bandung: Remaja Rosdakarya.

³ Arifin, Anwar. 2012. *Sistem Penyiaran Indonesia*. Jakarta : Pustaka Indonesia.

⁴ Morissan. *Manajemen Media Penyiaran: Strategi Mengelola Radio & Televisi* (Jakarta: Kencana Prenada Media Group, 2009), Hlm. 218

⁵ Alexander Rumondor dan Henny S. W, *Manajemen Media Massa*, (Jakarta: Pusat Penerbitan Universitas Terbuka, 2004), hlm. 1.4

⁶ Morissan. *Manajemen Media Penyiaran: Strategi Mengelola Radio & Televisi* (Jakarta: Kencana Prenada Media Group, 2009), Hlm. 138

weaknesses positivism that rely on the ability direct observation towards an object the treatment.⁷ In positivism paradigm the relationship between researchers and in question is one unity by doing interaction between them. This paradigm is a paradigm according to the study, because the researchers want to describe management production in TVRI in maintain the magazine.

B. Approach Research

Approach research is the way structured, planned manner and terprosedur to conduct a scientific research with all of them and source of prepared. Knowledge of this approach important for a researchers, because it will determining the methodology research who want to used. Approach is of philosophy underlying a methodology research. A qualitative approach is a process research and understanding based on methodology who investigates a phenomenon social and human problem. In the qualitative study, researchers are the instruments main. Therefore, researchers must have insight concerning the theory and what want to examined to can ask questions, the object to be examined, and to analyze it was clearly. Research qualitative aims to get understanding of social phenomena through a holistic and increase understanding deep.

C. Methodology

Research methodology in basically represented a scientific way to get data with purpose and specific use. Social research aimed at to explain situation or event. The determination of research methodology it is important, because the method will be used will determines the way researchers in collecting data and tackle problems clearly. Research methodology descriptive qualitative is a methods used to find knowledge of the subject of study at some point certain. Said descriptive derived from latin “descriptivus” which means the discussion. Descriptive research is research intended to gather information about the subject of study and behavior the subject of study at a particular period. The qualitative study descriptive trying to described all a symptom or the state of existing, namely the state of symptoms according to they are at the time of the done. In the qualitative study descriptive data.

D. Subject and Object Research

This research can be concluded that the subject of is informants or speakers who provided information from the research, then the researcher choose executive producer as key informants to be used as the subject of study, because executive producer can giving accurate information, explanation and suggestions useful to complement the data needed. Researcher has set speakers to be key infroman and informants in for finding data, because researchers consider that various informants the can respond to questions asked by researchers relating to research conducted. The subject at this research is the creative team, program director, and producer. Object research is explain focus research, that is what targeted. Target research not depends on the title and topics research, but in concrete terms reflected in formulation problems research. In this research, object study by researchers is management at TVRI.

E. Data Collection Techniques

This research using a technique data collection observation, in-depth interviews and study literature in doing research.

F. Technique Data analysis

Data analysis is a process to arrange data into a whole so it can be processed and found a result. Analysis techniques committed using data analysis techniques presented by Miles and Huberman includes three the same time: reduction data, presentation of data, verification.

G. Location and Time Research

TVRI Jakarta at January until June 2018.

H. Data validity

Researchers used a source of triangulation. Comparing or check repeated degrees trust any information obtained from different sources. For example, comparing the results of direct observation by interviews; compare what is said personal.

RESULTS AND DISCUSSION

A. A General Picture Of Research Object

TVRI be launched since many broadcasting institutions that bears the name of a country containing does it mean to be thought that maybe by being the name comes from broadcasting should be designated for the interests of a country. Since the establishment of the date of 24 August 1962, TVRI all those who show mercy television was the one who raised the image of the restoration of the nations with the implementation of the of an incident and be launched since many broadcasting international scale, to push forward the the lives of ordinary people as well as as an adhesive social. As the dynamic of tvri is of the dynamics of the nations struggle in to the learning process democracy. On the date of the 24 August 1962 in this era of democracy, TVRI foundations that have been established to broadcast the opening of the asian games of being to the fourth quarter of this year in Jakarta.⁸

Hovering pancasila democracy in 1974, TVRI have turned into one part of organization and management of working with the department of lighting status as the directorate responsible for the director general radio, television, and movie. In the reform government regulation RI no 36 years 2000 which sets status TVRI into under the direction of the treasury department. Then through government regulation no 9 years 2002 TVRI changed its status into state in under the direction of the ministry of the state.

⁷ Basrowi & Suwandi . 2008 . Memahami Penelitian Kualitatif . Jakarta : Rineka Cipta.

⁸ <http://www.TVRI.co.id>, diakses pada tanggal 23 Maret 2018, pukul 8:38 WIB.

Next, through act of RI no. 32 2002 about broadcasting, TVRI set as an institution public broadcasting shaped the body of laws established by the state. Government regulation ri no 13 2005 determined that duty TVRI is giving information service, education and entertainment healthy, control and adhesive social, and preserve the culture of the nation for the benefit of all members of the community with the implementation of the broadcasting television to reach out to all the territory of the unity of the republic of indonesia.

B. The Organizational Structure Of The Program Magazine

- a. Executive producers over all producers in the production division. He is also responsible for monitoring all the assignment and activity which lead to their production and preparing for production line of work so that keeps running well every day.
- b. Producers assigned to examine the prior preparation production begins .It is responsible for the content of the program have been to an event.
- c. Assistant producer help the performance of producers to carry out their assignment.
- d. Program director had the task of directing the actual shot when on air.
- e. Ass. program director help managing the event of their duties.
- f. Stage manager assigned to give directions and do briefing with a filler the event, host and the audience. And having responsibility to occurring he activities.

C. Research Result

- a. **Planning**
A planning is needed every the work in an organization. With the planning organization can be decided the goal and formulated how to accomplish its intended purpose. Planning belongs to an early stage very the success of a program. This is the board of the applied to the success of production that has an effect on the community on message want to be delivered by the program. The planning process commonly called also as pre production process, because planning performed on the stage. In planning production the magazine program, planning performed by a producer from determine basic idea, the aim of the program, program concept, set target audien, while hours tayang and duration is determined by a pattern or meeting.
- b. **Organizing**
Organizing stage is where activities verb be arranged and will be done the division of a work assignment. As producers, entitled to determine and choose crew who would be involved in the production of programnya, but he had no right to do the distribution of work or duty. Based on interviews with key informants, researchers knowing that in organizing regulated based on standard operating procedure (SOP) television station. A division of labor dependent to the the person, if in the magazine assigned as producer means he is responsible to a whole production program, if assigned as a program director means he only responsible for the actual shot and composition picture aired to viewers.
- c. **Directing/Influencing**
Activities directs and give impact is an effort to stimulate the employees to implement responsibilities and their duty by enthusiasm and effective. Activities embraces several other activities as motivation, communication, leadership and training. In moving and impact on crew another that they run responsibilities effectively, producer not having a lot of things due they already know work and responsibilities each.
- d. **Controlling**
Supervisory function activity done to see the and monitor the extent to which the production process runs planning have been made, then will be named evaluation activities. In the production magazine surveillance program the program would be conducted by a producer, the team and creative director. But they have supervision different against its operations in accordance with jobdesk them.

D. Discussion

The results of the study obtained by researchers through interviews and observation patisipan to key informants , and informants , next outlined through a discussion a problem that in accordance with the formulation of research that is “ how production management program on TVRI in defending the magazine program”. Him with the formulation of a problem, researchers will employed the concept of management function Peter Pringle to analyze the results of the interviews in order to obtain suitable outcome.

The approach of this research is qualitative descriptive method, where researchers only visualizing and described the object of study. Based on the research obtained, researchers get a about the research that can be explained in the management to prove that the production of the magazine is a process that is extremely important to run the production process, started planning of the stage, organizing, directives and to exert an influence, and supervision. Was one of the producers who was instrumental in the success of a program. But producers of course success of the program is in the process of producing crew who took part in the program itself. Hence the management of a production in the magazine is needed so that crew can coordinate in carrying out their duties and responsibilities.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research showed that researchers do about management production program TBMC the event magazine in TVRI to maintain. In the production of a television show, producer having a very important role and be a key to a successful program. Producers have an important role and responsibility for success or failure a program a television show when has been produced and broadcasted, starting from planning to supervision. In conducting a program, producer assisted by production team of them namely the program director and the creative team. Advice is well researchers used by

researchers in this research can be reference in the study management production, because it effective for knew about the process production in a program beginning from the planning to the stages of supervision.

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