

## **ABSTRAK**

**Universitas Muhammadiyah Yogyakarta**

**Fakultas Ilmu Sosial dan Politik**

**Departemen Ilmu Komunikasi – Konsentrasi *Broadcasting***

**Muhammad Naufal (20120530168)**

**Manajemen Produksi Dokumenter Televisi “Rupa Indonesia” TvOne**

**Tahun Skripsi: 2017 + 127 halaman**

**Kepustakaan : 25 buku (1991-2014) + 3 jurnal + 1 *website* resmi**

Penelitian ini berfokus kepada manajemen produksi, apa dan bagaimana tim crew Rupa Indonesia menerapkan fungsi-fungsi manajemen kedalam sebuah produksi mereka, fungsi manajemen tersebut adalah fungsi perencanaan, fungsi pengorganisasian, fungsi pelaksanaan dan fungsi pengawasan. Di dalam program Rupa Indonesia, keempat fungsi tersebut di terapkan dalam produksi. Fungsi perencanaan dan pengorganisasian di lakukan tim crew pada saat pra produksi yang di dalamnya termasuk kedalam rapat dan pembagian tim liputan. Fungsi pelaksanaan dan pengawasan di terapkan pada saat produksi dan paska produksi yang di dalamnya terdapat pelaksanaan syuting dan proses editing.

Metode penelitian yang digunakan adalah berdasarkan deskriptif kualitatif. Informan dalam penelitian ini adalah produser, reporter, dan editor. Data diperoleh dari hasil wawancara, studi dokumentasi dan observasi. Metode ini di pakai untuk memudah peneliti dalam meneliti manajemen produksi dokumenter televisi di TvOne.

Dalam proses penelitian, peneliti menemukan bahwa fungsi manajemen di program Rupa Indonesia sudah di terapkan. Di dalam proses pra produksi, produser dan reporter menerapkan fungsi manajemen perencanaan dan pengorganisasian yaitu pembagian tim liputan dan persiapan produksi. Kemudian pada saat proses produksi dan paska produksi fungsi manajemen pelaksanaan dan pengawasan di lakukan oleh produser, reporter, dan editor.

**Kata Kunci: Manajemen Produksi, Program Dokumenter, televisi, TvOne.**

## **ABSTRACT**

*University of Muhammadiyah Yogyakarta*

*Faculty of Social and Political Sciences*

*Department of Communication Studies*

*Concentration of Broadcasting*

*Muhammad Naufal (20120530168)*

*Production Management Documentary Television “Rupa Indonesia” TvOne*

*Thesis Year: 2017 + 127 pages*

*Literature: 25 books (1991-2014) + 3 journals + 1 official website*

*This research focuses on production management, what and how Rupa Indonesia's crew team implements management functionality into their production, The management function such as function of planning, function of organizing, function of actuating and functions of controlling. In the Rupa Indonesia program, these four functions are applied in production. The function of planning and organizing in the team crew during pre-production in which included into the meeting and the distribution of team coverage. The implementation and supervisory function is applied at the time of production and post production in which there is implementation of shooting and editing process.*

*The research method used is based on qualitative descriptive. Informants in this study are producers, reporters, and editors. Data obtained from interviews, documentation studies and observation. This method is used to facilitate researchers in researching the production management of television documentaries in TvOne.*

*In the research process, the researcher found that the management function in the Rupa Indonesia program has been applied. In the pre-production process, producers and reporters apply the planning and organizing management functions of the distribution of coverage and production preparation teams. Then at the time of the production process and post production management functions of implementation and supervision done by the producer, reporter, and editor.*

***Key words: Production Management, Documentary Program, Television, TvOne***