

ABSTRAK

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Strategi Kreatif Program Berita Olahraga di Televisi Lokal dalam Menumbuhkan Minat Pemirsa

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Persaingan dunia televisi yang semakin ketat membuat para perancang program acara televisi harus pandai menggunakan kreatifitasnya untuk menciptakan program acara yang diminati oleh masyarakat. Program berita olahraga Sportif hadir dengan konsepnya yang dengan yakin mempertahankan kelokalannya. Penelitian ini bertujuan untuk memahami dan mendeskripsikan bagaimana strategi kreatif program berita olahraga di televisi lokal, serta dapat mengetahui kinerja tim kreatif dalam mengaplikasikan strategi kreatifnya dalam program yang diproduksi. Kerangka teori yang digunakan adalah strategi kreatif, produksi program acara, produksi berita.

Metode Penelitian yang dipakai adalah studi kasus deskriptif dan analisa secara kualitatif. Lokasi penelitian mengambil tempat di Jogja TV yang beralamat di Jalan Wonosari Km. 9, Sendang Tirto, Berbah, Sleman, Yogyakarta. Informan yang diambil adalah orang-orang yang mempunyai kredibilitas pada program acara Sportif. Sebanyak 3 orang yang mempunyai andil pada proses produksi program berita olahraga Sportif, yaitu Perancang Program, Produser Pelaksana, dan Host. Sementara metode pengumpulan data menggunakan teknik wawancara, observasi, dan dokumentasi. Teknik analisa data adalah teknik analisa data kualitatif. Pada penelitian ini uji validitas data yang digunakan adalah triangulasi sumber.

Hasil dari penelitian ini adalah, bahwa strategi kreatif yang terapkan dalam proses produksi program berita Sportif yaitu dengan melihat tren yang sedang berkembang di masyarakat Yogyakarta dan sekitarnya. Sedangkan dalam proses produksi program Sportif mengambil gambar dengan angle-angle yang menarik. Serta meliput berita yang mempunyai unsur kebaruan dan kelokalannya.

Kata Kunci: Strategi Kreatif, Produksi Program Acara, Produksi Berita.

ABSTRACT

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"The Creative Strategy The News Program of Sport In Local Television for Cultivating The Interest of The Viewer"

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The competition for the world of increasingly tight television made the designers of the television program must be smart at to use his creativity to create the agenda program that had an interest taken in him by the community. The news program of Sportif sport was present with his concept that by being convinced maintained the local culture. This research had a purpose to understand and described how the creative strategy the news program of sport in local television, as well as could know of the creative team in applying his creative strategy in the program that the production. The framework of the theory used the creative strategy, the production of the agenda program, and news production.

The research method that was used is descriptive case study and the analysis qualitative. The location of the research in Jogja TV where being located in Street Wonosari Km. 9, Sendang Tirto, Berbah, Sleman, Yogyakarta. The informant who taken was people who had the credibility in the Sportif program. Totaling 3 people who had the contribution in the process of the production of the news program of Sportif sport, that is the designer of the program, executive producer, and host. The data collection used the interview technique, observation, and the documentation. Technically the analysis of the data was technical the analysis of the qualitative data. In this research the validity test of the data that was used was triangulation the source.

Results of this research were that the creative strategy that applied in the process of the production of the Sportif news program that is with saw trend that was developing in the Yogyakarta community and surrounding area. Whereas in the process of the production of the Sportif program of taking the picture with interesting corners. As well as covered the news that had the element of the newness and the local culture.

Key Word: Creative Strategy, Programme Production, News Production.