

ABSTRACT

The development of the television world have evolved considerably in the reform era. Increase in the television world is also increasing research in the field of communication. Quite difficult to find research on the Floor Director. To fill the void researchers conducted a study of the communication that took place in the process of making television programs. The research looked at how the communication process between the production Floor Program Director with the participants of the event.

This research approach with communication theory and the theory of dramaturgy, that communication occurs with social relationships, so the theory of social systems is an approach in analyzing the communication process conducted by Floor director. where researchers are trying to tap into the experience of nature and to understand the values contained in the production of television programs in general and specifically Floor director. This flow avoids quantitative and scientific approach, but the emphasis on indirect and interviews and participant observation.

Initial findings of this study was conducted in communication Floor Director to use verbal and nonverbal communication. While Goffman's Dramaturgy theory trying to understand how a Floor Director prepares himself in front of the stage (Television Program Production locations). The study used the method of participant observation and in-depth interviews to understand the communication phenomenon that occurs in the process of making television programs. Floor Director in performing their duties require adjustments to the program that will be produced. Appearance and style are one of the preparations. communication process is the concentration Floor Director in performing their duties. The purpose of the communication process is to identify perceptions about the concept and purpose of a production program. Sometimes used to establish an atmosphere of communication and familiarity with the audience.

Conclusions of the study, Floor Director in performing their duties is part of the dramaturgy program production, so it is advisable Floor Director can understand the production dramaturgy program in performing their duties.