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Judul Skripsi	: Strategi PT. Indonesia Entertainmen Grup (PT. IEG) dalam Mengelola Channel Citra Drama Agar dapat Bersaing dengan Channel Televisi Berlangganan Lainnya
Bibliografi	: 75 halaman; 31 buku; 3 artikel internet (1984-2015)

ABSTRAK

PT. IEG cukup cermat dalam melihat peluang dalam mendirikan channel Citra Drama yang secara khusus hanya menayangkan program-program sinetron dan FTV saja karena di Indonesia program drama terutama sinetron dan FTV merupakan program yang sangat diminati oleh masyarakat di Indonesia dan selalu mendapatkan rating tinggi. Berdasarkan latar belakang diatas penulis melakukan penelitian membahas tentang strategi PT. Indonesia Entertainmen Grup (PT. IEG) dalam mengelola channel Citra Drama agar dapat bersaing dengan channel televisi berlangganan lainnya.

Penelitian ini menggunakan landasan teori televisi, strategi produksi program, konsep *programming*, strategi penyiaran program televisi, televisi berlangganan, strategi, dan manajemen.

Penelitian yang dilakukan ini untuk mengetahui bagaimana strategi program siaran dan penjadwalan pada *channel* Citra Drama agar bisa bersaing dengan *channel* televisi berlangganan lainnya, pendekatan ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Metode penelitian yang digunakan adalah studi kasus dengan melakukan wawancara kepada narasumber dan observasi.

Hasil penelitian ini membahas strategi *programming* Citra Drama agar dapat ditonton banyak orang. Citra Drama menggunakan beberapa strategi yaitu *tentpoling*, *blocking programming*, *Lead-off*, *stripping*, *theming*, *rerun programme*, dan *dedicate slot*. Citra Drama dalam menentukan program apa saja yang akan ditayangkan setiap harinya membagi kategori program menjadi 4 yaitu: *fresh*, *Best of* Citra Drama FTV, *original*, dan *re-run*.

Kata Kunci: *Strategi, Televisi Berlangganan, Programming*



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ABSTRACT

PT. IEG has been quite scrupulous in identifying the opportunity to establish Citra Drama, a TV Channel that specially aired TV series and TV drama programs due to high demand of those programs in Indonesia as those programs kept obtaining high rating. Based on this insight, the research investigated the business strategies applied by PT. Indonesia Entertainmen Grup (PT. IEG) in managing Ctira Drama channel to stay competitive against other TV cable channels.

In this research, several theories were employed as theoretical background including program production strategy, programming concept, television program broadcasting strategy, cable television strategy and management strategy.

This research investigated how broadcasting strategy and scheduling strategy applied by Citra Drama channel remained competitive among other cable television channels. This research was conducted using qualitative approach in the form of descriptive design and case study method, in which research data were collected through interviews with some informants and observations.

This research also discussed the programming strategies applied by Citra Drama channel to obtain high rating. Citra Drama implemented several strategies including tentpoling, blocking programming, lead off, stripping, theming, rerun programme, and dedicate slot. Citra Drama channel has successfully determined which programs to be aired every day by categorizing the programs into four; fresh, Best of Citra Drama FTV, original and re-run.

Key Words: *Strategy, Cable Television, Programming*