

## **Abstract**

*Title: Professionalism of Producers in Television News (A Case Study of Competition and It's Relation to Producer's Behavior in Apa Kabar Indonesia morning show on TV One)*

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***Bibliografi: xvi pages , 153 pages; 5 chapter+ 3 pictures+ 1 table+ 4 graphics +3 title attachment + 124 page attachment + 14 website+ 1 media articles + 1 Call for papers + 1 journal+ 5 thesis+ 56 books ( Year 1959- 2009)***

*The title of a Producer is underexposed in the public's eye, because they work behind the scene discreetly. In truth, they have the highest authority during a live show. A Producer is responsible for everything that goes into the show, from the studio set to scripts that the host reads.*

*This research focusses on the cognitive process of a Producer in preparing and conducting the live news television show. Specifically the selection process that entails in determining what elements of the show goes into the program and which are being left out. The model of selection process in terms of news selection has been developed by Shoemaker & Vos based on the 'Gatekeeping' theory. Based on this model, several elements are influential to the selection process. However, only two elements that are directly connected to profesionalism and they are Values-Attitudes-Ethics & Socialization Organization.*

*Values-Attitudes-Ethics is obviously very closely related to Journalistic Code of Ethics. This means that profesionalism in this sense is measured based on Journalistic Code of Ethics. On the other hand, profesionalism of a Producer is also measured by the performance standards of the company he/she works for. This falls into the Socialization Organization category.*

*The methodology used for this research is case study to analyze subjects, in this case, Producers of Apa Kabar Indonesia Pagi (What's New Indonesia – morning show) as the primary source of information. Research activities include Field Observation during the course of 7 days. In depth interviews of the subjects were undertaken once the field observation had been done. Interview with the Talkshow Manager and the Head of IJTI were also undertaken as secondary source.*

*This study shows that Socialization Organization values that the management have emphasized frequently and understood by the Producers of the Show Apa Kabar Indonesia Pagi were to reach the highest product quality as well as the performance of program based on ratings. These two main goals have become the measurement of profesionalism set by the management.*

## ABSTRAK

Judul: Profesionalitas Produser Media Elektronik dalam Pemberitaan (Studi Kasus Kompetisi dan Kaitannya Pada Perilaku Produser dalam Program Apa Kabar Indonesia Pagi di Stasiun Televisi TV One)

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Peran seorang Produser dalam pemberitaan televisi nyaris tak diketahui publik, karena mereka bekerja di belakang layar. Pada kenyataannya, seorang Produser memiliki otoritas tertinggi saat siaran langsung sebuah program televisi. Bahkan seorang Produser juga bertanggung jawab atas segala hal yang masuk menjadi bagian tayangan program, mulai dari set studio hingga naskah yang dibaca Presenter.

Penelitian ini fokus pada proses kognitif seorang Produser dalam mempersiapkan dan menjalani siaran langsung program pemberitaan televisi. Proses kognitif ini secara spesifik adalah proses seleksi yang dilakukan seorang Produser dalam menentukan apa yang bisa tayang dan tidak bisa tayang. Model dari proses seleksi dalam pemilihan berita telah dikembangkan Shoemaker dan Vos menggunakan teori 'Gatekeeping' atau penjaga pagar. Berdasarkan model ini, sejumlah elemen dianggap sangat berpengaruh dalam proses seleksi itu. Namun, hanya dua diantaranya yang berkaitan dengan profesionalisme yaitu Nilai-Sikap-Etika dan Sosialisasi Organisasi.

Nilai-Sikap-Etika berkaitan dengan Kode Etik Jurnalistik. Sehingga profesionalisme diukur berdasarkan pandangan perilaku Kode Etik Jurnalistik. Sedangkan profesionalisme Produser juga diukur menggunakan standar kinerja yang ditetapkan perusahaan tempatnya bekerja. Tolak ukur profesionalisme ini masuk ke dalam kategori Sosialisasi Organisasi.

Metodologi yang digunakan adalah studi kasus dengan subyek penelitian para Produser dari program Apa Kabar Indonesia Pagi. Observasi lapangan dilakukan terhadap 4 (empat) Produser sebagai sumber utama dilakukan dalam kurun waktu 7 hari. Wawancara mendalam terhadap sumber utama dilakukan pasca observasi

lapangan. Peneliti juga mewawancarai ketua IJTI (Ikatan Journalistik Televisi Indonesia) dan Manajer Talkshow TV One sebagai sumber kedua.

Hasil penelitian ini menunjukkan bahwa nilai Sosialisasi Organisasi yang ditanamkan manajemen kepada Produser program Apa Kabar Indonesia Pagi adalah kualitas produk dan kinerja program berdasarkan rating. Kedua hal ini menjadi ukuran profesionalitas Produser program Apa Kabar Indoensia Pagi di mata manajemen.