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“Producer Communication Strategy in the Production Process of the “Hafiz Indonesia” Reality Show Program 1440 H / 2019 Ramadhan Period To Maintain Rating”

Bibliografi: 5 Bab 78 pages + Attachment + 23 Books + 3 Internet Articles

ABSTRACT

Communication strategy is a combination of communication planning with communication management. A producer as the command of the program, tasked with overseeing and channeling a project program to all parties involved. The "Hafiz Indonesia" Reality Show program is a talent search program for memorizing the Koran specifically for children that airs during the month of Ramadan. The success of this program makes this program can last up to 7 seasons. The success of a program can not be separated from how the strategy owned by a producer communicates every message, input, order to the team in producing a program to maintain rating.

This research uses the constructivist paradigm. The method used by researchers is the descriptive qualitative method. Data collection techniques by conducting in-depth interviews with Hafiz Indonesia Producers, Hafiz Indonesia Assistant Producers, and Hafiz Indonesia Creative.

Based on the results of this study can be known communication strategies used by producers in the production program starting from pre-production, production, to post-production. In the pre-production stage, the communication strategy adopted by the producer is to be a good listener as a form of appreciating the ideas or ideas of others. At the production stage, the communication strategy adopted is How We Work Together or how to work with the team. At the post-production stage, the communication strategy adopted is to evaluate with the team to measure the success of the program and improve further activities.

Keywords: Strategy, Communication, Producer, Production, Program.