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Komunikasi Manajer Dalam Menciptakan Tambah Program Anak Di Televisi Nasional (Studi Kasus Dalam Proses Produksi Program Anak *Funtime di Rajawali Televisi*)

Bibliografi : 5 Bab + 88 hal + 5 Lampiran + 20 Buku + 5 Internet

### ABSTRAK

Rajawali Televisi (RTV) sebagai salah satu televisi nasional yang sebelumnya bernama B-Channel merupakan sebuah televisi nasional dibawah naungan PT. Rajawali *Corporation* (RC) milik CEO Peter Sondakh. Sebagai salah satu televisi nasional yang telah mengudara selama 5 tahun dengan target penonton keluarga dan anak-anak.

Pada penelitian ini menggunakan teori komunikasi kritis dalam organisasi ini Stanley Deetz mengkaji beberapa aspek yaitu: *Corporate colonization and control of everyday life. Information or communication: transmission or the creation of meaning. Strategy: overt managerial moves to extend control. Consent: unwitting allegiance to covert control. Involvement: free expression of ideas, but no voice. Participation: stakeholder democracy in action. Politically attentive relational constructionism (PARC). Critique: is workplace democracy just a dream.* Tujuan penelitian ini guna menjelaskan komunikasi manajerial seperti apa yang diterapkan pada tim produksi program *Funtime* di Rajawali Televisi serta pencari tahu pengaruhnya pada nilai tambah program yang berupa *share* dan *rating*.

Paradigma yang digunakan dalam penelitian ini adalah paradigma kritis. Teknik pengumpulan data penelitian ini adalah wawancara yang kemudian difokuskan juga dengan observasi.

Hasil penelitian yang telah dilakukan, divisi produksi di Rajawali Televisi yang berfokus pada program *Funtime* menggunakan komunikasi verbal yang bersifat informal sehingga menciptakan suasana kerja yang santai, tidak kaku, tidak adanya batasan jelas antara atasan dengan bawahan dan juga manajer dalam tugasnya bertugas untuk memberikan tekanan kepada bawahannya untuk dapat menghasilkan pekerjaan lebih baik lagi demi mencapai nilai tambah untuk program *Funtime*. Pada anggota produksi program *Funtime* sendiri pun terjadi pendekatan secara personal guna membangun hubungan kepercayaan dan bertanggung jawab serta menjadi rekan kerja seperti teman yang bisa melangkah maju dan berhasil bersama.

**Kata Kunci:** *Public Relations, Komunitas, Citra Perusahaan*



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***MANAGER COMMUNICATION IN CREATING CHILDREN ADDED PROGRAMS IN NATIONAL TELEVISION (Case Study in the Production Process of Funtime Children Program in Rajawali Television)***

*Bibliography: 5 Chapter + 88 page + 5 Appendix + 20 Books + 5 Internet*

**ABSTRACT**

*Rajawali Televisi (RTV) as one of the national televisions that was previously named B-Channel is a national television under the auspices of PT. Rajawali Corporation (RC) owned by CEO Peter Sondakh. As one of the national television stations that has been on the air for 5 years targeting a family and children's audience.*

*In this study using the theory of critical communication in this organization Stanley Deetz examines several aspects, namely: Corporate colonization and control of everyday life. Information or communication: transmission or the creation of meaning. Strategy: overt managerial moves to extend control. Consent: unwitting allegiance to covert control. Involvement: free expression of ideas, but no voice. Participation: stakeholder democracy in action. Politically attentive relational constructionism (PARC). Critique: democracy is a workplace just a dream. The purpose of this study is to explain what managerial communication is applied to the Funtime program production team in Rajawali Television and find out its effect on the program's added value in the form of share and rating.*

*This paradigm uses in this research is the critical paradigm. The data collection technique of this study was an interview which was then also focused on observation.*

*The results of research that has been done, the production division in Rajawali Television that focuses on Funtime programs using verbal communication that is informal so as to create a relaxed work atmosphere, not rigid, there are no clear boundaries between superiors and subordinates and also managers in their duties to put pressure to subordinates to be able to produce even better jobs in order to achieve added value for the Funtime program. In the Funtime program production members themselves there is a personal approach to building relationships and responsibility and being a colleague like friends who can move forward and succeed together.*

***Keywords: Public Relations, Community, Corporate Image***