

ABSTRAK

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Program Studi : Bidang Studi Broadcasting
Judul Laporan Skripsi : Peran Produser Dalam Menyiarkan Program *Talkshow*
POLEMIK Episode Elektabilitas Capres Dalam Bingkai
Survei Di Youtube Channel MNC Trijaya
Pembimbing : Gustina Romaria, S.Sos., M.Si

Menjelang pemilihan umum (pemilu) 2024, hampir setiap media penyiaran berusaha untuk menyajikan tayangan atau konten berbau politik. Adanya kekuatan media sebagai alat pembentuk opini publik yang merupakan sebuah kekuatan politik, disebabkan media penyiaran tidak hanya sebagai pembentuk opini maupun penyalur informasi.

Penelitian ini bertujuan untuk mengetahui peran Produser dalam menyiarkan program talkshow POLEMIK episode Elektabilitas Capres Dalam Bingkai Survei di YouTube channel MNC Trijaya. Paradigma yang dipakai adalah paradigma konstruktivisme.

Penelitian ini merupakan penelitian kualitatif dengan metode penelitian deskriptif. Teknik pengumpulan data dilakukan melalui wawancara dan dokumentasi. Informan penelitian yaitu Produser, Pemimpin Redaksi, Program Director, Penyiar, Section Head Teknik dan IT.

Hasil dari penelitian menunjukkan bahwa peran Produser dalam menyiarkan program talkshow POLEMIK sangat berbeda karena selain disiarkan di FM terrestrial seorang Produser bertanggung jawab atas seluruh proses produksi talkshow lewat siaran audio visual di YouTube channel MNC Trijaya termasuk saat mencari tema dan narasumber pada saat pra produksi, mengawasi dan mengarahkan penyiar pada saat produksi dan melakukan evaluasi pada tahap pasca produksi.

Kata Kunci: Peran Produser, Program Talkshow, YouTube Channel MNC Trijaya

ABSTRACT

Name : Rofifah Dwi Fani
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Study Program : Broadcasting
Title Internship Report : The Producer's Role in Broadcasting an Episode of
the POLEMIK Talkshow Program About the
Survey Frame of the Presidential Candidate
Electability on MNC Trijaya's Youtube Channel
Counsellor : Gustina Romaria, S.Sos., M.Si

Ahead of the 2024 general election, almost every broadcast media is trying to present political impressions or content. The existence of the power of the media as a means of forming public opinion which is a political force, is due to the fact that the broadcasting media is not only an opinion shaper or a channel of information.

This study aims to determine the role of Producers in broadcasting the POLEMIK talk show program in the episode of Candidate Electability in the Frame of Survey on MNC Trijaya's YouTube channel.

This research is qualitative research with a research method using descriptive. Data collection techniques were conducted through interviews and documentation. The research informants were Producer, Chief Editor, Program Director, Broadcaster, Section Head of Tech and IT.

The results of the research show that the Producer's role in broadcasting the POLEMIK talk show program is very different because in addition to being broadcast on terrestrial FM a Producer is responsible for the entire talk show production process through audio-visual broadcasts on MNC Trijaya's YouTube channel including when searching for themes and sources during pre-production, supervising and directing broadcasters during production and conducting evaluations at the post-production stage.

Keywords: Role Producer, Talk show programme, MNC Trijaya YouTube Channel