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The Strategies of the Creative team of “Indonesia Lawak Klub” Program on trans7 in effort to Preserve comedy programs in Indonesia (Methode of case study)

Abstract

Initially, all tv stations need the existence of a creative team within the production of a show program, to develop the program contents, set designs, host and the tricks that will provide an interesting show to be enjoyed by the audiences at home and achieve high rating and share

The purpose of this research is to find out and understand as well as analyze the parts related with the strategies of the creative team of “Indonesia Lawak Klub” on trans7 in the effort to preserve comedy programs in Indonesia, concerning the duties and roles of the creative team during pre-production, production, and post-production stages. Trans7 is a tv station which possesses parody talkshow program with comedy segmentation with 3,2/6,1 rating/share and it's comedian are getting more popular in television programs and commercial advertaisings.

This research applies descriptive method if case study within qualitive scope. Data collecting technique is by doing in-depth interviews with all key informants regarding the objects they are competent with.

The research results finds that the strategies of the creative team of “Indonesia Lawak Klub” program on trans7 in the effort to preserve comedy programs in Indonesia are the fact that creative team must be ables to bring up interesting topics so that the audience will be inclined to watch the program. Creative team must think of the properties as well as the wadrobes that will be given to the comedians and the panelists, creative team of “Indonesia Lawak Klub” does not limit the improvisation with the flow of creative planning that is prepared in the pre-production step, and the ability and knowledges of the comedian to explore the theme that has been decided, when the production and post-production steps are happening, the creative team has the duty to make sure that the flow of the talkshow is appropriate