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Study Program : Broadcasting  
Title : The Creativity in the Production Process of 360 Program on METROTV  
Bibliography : 70 pages; 6 Internet Articles; 28 Books (1979-2014);  
2 Journals

**ABSTRACT**

Documentary, as a form of film or movie, has been starting to enliven television medium including in Indonesia. Documentary is an information program that aims to give learning and education but presented in attractive way. The concept of factual film and documentary that are collaborated produce a documentary film or on a television program is called TV documentary. Documentary started to bloom and has been becoming the world's growing industry. It is growing along with the technological advances and people's complex issues regionally or even internationally.

One of Indonesian private/commercial TV station, METROTV, though it is known as news station, but it also has documentary programs. One of them is 360. 360 is a program that reviews three selected topics in sixty minutes, presents profile of one figure, latest issue, and in-depth report.

Creativity has power to determine the quality of a program. This element comes up from the production team who are responsible to make the program content worth watching. Program content, especially for information program, is exactly selected and determined by the program maker, or in this case, the producer. This study is intended to describe the element of creativity in the production process of 360 program.

From the observation, there is a creativity element behind 360 program production. 360 Program on METROTV gives a new color to the Indonesian TV documentary programs because its packaging is way different, yet the program topics are inspiring, fresh and informative. In spite of 360 has just been airing since two years ago, but it can be considered successful in gaining loyal viewers. And what makes 360 is still airing today must be the creativity behind.

**Keywords:** Creativity, Production Process, 360