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Analisis Kreatif Program Gala XXI Pada Bulan Maret 2014 di ANTV  
Biography : 27 Books (1983-2013)

### **ABSTRACT**

An anniversary of tv broadcasting has become an annual agenda to make a big program to celebrate an anniversary of tv broadcasting itself, Gala XXI is a program that specially made to celebrate the 21<sup>st</sup> anniversary of ANTV with showing some event such as music, comedy skit, game show and reality show. This program will be aired on March 30, 2014 at 7 pm live.

The purpose of this research is to analyze creative team work in making of Gala XXI, which include planning, find some references, and then observation to make the program. This research is using qualitative manner with descriptive research type.

The result of this research is discussing about Gala XXI creative team process from the planning of the program, ideas, concepts until create a rundown and treatment of Gala XXI, some references and observation that had done to hold the basic idea and make the program interesting and entertaining.

This research concludes that the creative team has the biggest role in the making of tv program especially Gala XXI, creative team of Gala XXI take part as ideas development to create Gala XXI to become innovative and not monoton.