

ABSTRAK

Nama : Ilham Nugroho Luthfi
NIM : 44122110024
Program Studi : Broadcasting
Judul Laporan Skripsi : Strategi Programming Premier League di
Champions TV dalam Menghadapi Persaingan di TV Berlangganan
Pembimbing : Ridho Azlam Ambo Asse, S. Ikom, M.I.Kom, CCC

Seiring berkembang pesatnya teknologi, internet dan sosial media, banyak masyarakat Indonesia yang ingin menonton siaran olahraga melalui saluran streaming OTT maupun TV berlangganan. Salah satunya karena banyaknya penikmat Liga Inggris di Indonesia. Channel Champions TV meayangkan program Liga Inggris secara eksklusif dari siaran pertandingan sampai program pendukungnya. Adapun tujuan dari penelitian ini adalah untuk mengetahui strategi programming Premier League di Champions TV dalam menghadapi persaingan di TV berlangganan.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, dengan sistem POAC. *Planning* (perencanaan), tahap menentukan program siaran Premier League yang dipilih untuk tayang, *Organizing* (pengorganisasian), tahap dimana pembagian program siaran yang sudah ditentukan untuk tayang, *Actuating* (pelaksanaan), tahap pelaksanaan dalam mencapai tujuan yang sudah direncanakan di dalam channel, *Controlling* (pengendalian), tahap yang mengontrol semua hasil materi dari program yang akan ditayangkan.

Teknik pengumpulan data dengan observasi, wawancara, dan dokumentasi dari Senior Manager IEG, Tim Scheduling, Section Head Library and Logger, dan Editor.

Berdasarkan hasil penelitian, terdapat beberapa strategi yang dilakukan yaitu dari strategi STP yang menentukan segmentasi, target, dan menempatkan posisi dari channel Champions TV. Strategi *Blue Ocean Red Ocean* yang menjelaskan tergolong kedalam apa channel Champions TV tersebut. Dan strategi POAC, yang menjelaskan tentang perencanaan, pengorganisasian, pelaksanaan dan pengendalian di channel Champions TV.

Kata kunci : Televisi Berlangganan, Siaran Sepakbola, Program Olahraga, Champions TV, Liga Inggris

ABSTRACT

Name : Ilham Nugroho Luthfi
NIM : 44122110024
Study Program : Broadcasting
Thesis Report Title : *Premier League Programming Strategy on Champions TV in Facing Competition on Pay TV*
Counsellor : Ridho Azlam Ambo Asse, S. Ikom, M.I.Kom, CCC

As technology, the internet and social media develop rapidly, many Indonesians want to watch sports broadcasts via OTT streaming channels or subscription TV. One of them is because there are many English League fans in Indonesia. The Champions TV channel broadcasts English League programs exclusively from match broadcasts to supporting programs. The aim of this research is to determine the Premier League programming strategy on Champions TV in facing competition on pay TV.

This research uses a qualitative approach with a case study method, with the POAC system. Planning (planning), the stage of determining the Premier League broadcast program selected for broadcast, Organizing (organizing), the stage where the distribution of broadcast programs that have been determined to be broadcast, Actuating (implementation), the implementation stage in achieving the goals that have been planned in the channel, Controlling (control), the stage that controls all material results from the program to be broadcast.

Data collection techniques using observation, interviews, and documentation from the IEG Senior Manager, Scheduling Team, Section Head Library and Logger, and Editor.

Based on the research results, there are several strategies carried out, namely the STP strategy which determines segmentation, targets and positioning of the Champions TV channel. Blue Ocean Red Ocean strategy which explains what the Champions TV channel belongs to. And the POAC strategy, which explains planning, organizing, implementing and controlling the Champions TV channel.

Keywords: *Pay TV, Football Broadcasts, Sports Programs, Champions TV, English Premier League*