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Peran Produser Dalam Tahapan Pra Produksi, Produksi Dan Pasca Produksi  
Program Sport Addick di Rajawali Televisi (RTV)  
Jumlah Halaman : x + 65 halaman + lampiran  
Bibilografi : 20 Acuan, Tahun 1994 - 2013

## ABSTRACT

A producer is the main holder of a program whose job is to make sure that the program is running as desired. Producers have a very important role in the production process of a television program. Producers also need to control the working process of the production team in order for the program to run smoothly.

At the pre-production stage, producers plan and decide which news will be broadcasted. The same thing also happens during the production process, where producers need to monitor every stage of the production process up till the latest stage, the post-production. At the post-production stage, producers also play the role in executing the program. The role of a producer in the production process of a program will be discussed further in the next chapter. Producers have the full responsibility towards the consequences of what will happen to the program in which he is assigned to.

Producers have the most important role in executing a program. This is a topic in which the author is interested to conduct a further research about the roles of a producer in the Product Life Cycle of the production process of a program. The main purpose of this research is to know what is the role of a producer in the pre-production stage, production stage, and the post-production stage of the Sport Addict program in Rajawali Televisi (RTV)?

Based on the research done by the author, the conclusion that can be taken from the production process of Sport Addict program is that in the pre-production process of the program, the producer gathers his team and brainstorms together on the ideas of what they want to broadcast on the program. During the production process, the producer does the editing and begins the editing by giving inputs on what the program should broadcast. At the post-production stage, the producer evaluates the program by discussing what improvements need to be done in order to create a better program for Sports Addict.