PRODUCER'S STRATEGY IN IMPROVING BROADCAST PROGRAMS IN THE PANDEMIC ERA

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ABSTRAK

Tugas utama produser adalah melaksanakan seluruh pemeriksaan yang mempunyai hubungan konseptual dengan pra produksi, produksi, dan pasca produksi. Produser bertanggung jawab untuk mengubah dan menyusun program. Produser juga harus memahami konten yang saat ini banyak diminati masyarakat luas dan harus memiliki konsep baru untuk meningkatkan minat penonton. Produser juga harus mampu menentukan target audiens, memilih audiens yang akan bersaing sebagai bagian penting dari strategi program, dan memiliki keterlibatan dalam periklanan dan promosi. Rumusan Masalah Bagaimana Strategi Produser dalam Meningkatkan Kualitas Program di Era Pandemi? Tujuan dari penelitian ini adalah untuk mengetahui strategi Produser dalam Peningkatan Kualitas Program di Era Pandemi. Konsep penelitian menggunakan konsep Standard Operating Procedure (SOP) Gerald Miellson. Paradigma yang digunakan dalam penelitian ini adalah post-positivisme. Metode penelitian menggunakan deskriptif kualitatif. Subyek dalam penelitian ini adalah informan kunci dan informan. Sedangkan objek penelitiannya adalah strategi produser dalam meningkatkan kualitas acara program di era pandemi. Teknik pengumpulan data yang digunakan berupa observasi non partisipan, wawancara terstruktur, dan dokumentasi. Sedangkan keabsahan data yang digunakan peneliti adalah triangulasi sumber.

Kata kunci

Era Pandemi, Kualitas,Strategi, Meningkatkan, Produser, Program,.

ABSTRACT

The main task of the Producer is to carry out all inspections that have a conceptual relationship with pre-production, production, and post-production. Producers are responsible for changing and drafting programs. Producers must also understand content currently in great demand by the wider community and have new concepts to increase audience interest. Producers must also be able to define target audiences, select audiences to compete for as an essential part of program strategy and be involved with advertising and promotion. Problem Formulation: What is the Producer's Strategy for Improving Program Quality in the Pandemic Era? This research aims to determine the Producer's strategy for Improving Program Quality in the Pandemic Era. The research concept used Gerald Miellson's Standard Operating Procedure (SOP) concept. The paradigm used in this research is post-positivism. The research method uses descriptive qualitative. The subjects in this study were crucial informants and informants. At the same time, the object of research is the Producer's strategy for improving the quality of program events in the pandemic era. Data collection techniques were used in the form of non-participant observation, structured interviews, and documentation. The validity of the data used by researchers is a triangulation of sources.

Keywords

Increase, Pandemic Era, Producer, Program, Quality ,Strategy

Pendahuluan

Information is a primary need for human life. Every individual needs information to add insight, both regarding education, economics, politics, socio-culture, lifestyle to entertainment. Information can be obtained directly by interacting verbally between people or obtained through various media, namely print media in the form of newspapers and magazines, electronic media in the form of television and radio and online media or the internet. Various media are present in the midst of human life. Television is one of the most popular media. Television is already familiar to viewers because it provides many visual illustration experiences, rich in motion, color and sound. Television viewers do not have to dream like when listening to news on the radio. Information conveyed by television is also more easily accepted by viewers. This makes television have extraordinary appeal, especially since the programs presented vary, ranging from news to drama programs.(Arman Hamid MIKom Dra Endah Hari Utari & Yoenarsih Nazar, n.d. 2021)

Mass media is a medium of communication and information carry out distribution evenly and en masse. Through mass media in print or electronic form, as well as digital all programs or information is intensively packaged in an attractive way, this is what mass media does source of current needs of citizens. At this time the mass media presents various kinds of information through print and electronic media, more people It is easy to receive information conveyed by electronic media, namely TV. TV has many advantages, the initial message conveyed by TV uses audio and visual which is different from radio which only provides audio (through hearing) without any visuals. TV is also superior in building attraction, attention perception and imagination in construction reality.(Wilman & Sugandi, 2021)

TV is one category of electronic media that is still a source citizen in search of information and entertainment. Besides its range wide, easy to find anywhere. The TV itself is realtime and broadcast directly and provided includes audio and visual factors. There is various advantages of TV that can be an attraction, perception and attention imagination in constructing reality. Judging from the reality side of TV, it can be share data quickly with the audience and can also reach out hundreds of thousands of viewers. The cultural impact is also greater and the impact produced from other mass media with interesting programs.(Rachmat et al., 2022)

Broadcasting is the whole process of broadcast delivery starting from the preparation of production material, the production process, the preparation of broadcast material, then broadcasting to receiving the broadcast by listeners/viewers. Broadcasting is actually divided into two, namely radio broadcasting and television broadcasting. Broadcasting using radio media contains messages in the form of sound only, while television media contains messages in the form of synchronized audiovisual motion. In this module, we will focus on discussing television broadcasting. According to UU no. 32 of 2002 concerning broadcasting, the definition of television broadcasting is a mass communication medium that transmits ideas and information in the form of sound and images in general, both open and closed, in the form of regular and continuous programs.(Presiden Republik Indonesia, 2002) In Indonesia alone, the television industry began on August 4, 1962, coinciding with the opening of the IV Asian Games or Asean Games in Senayan. Since then, Television of the Republic of Indonesia, abbreviated as TVRI, has been present, which until now has been able to reach almost all Indonesian people. Since 1989 TVRI has had competition from other television stations, namely

(RCTI) Rajawali Citra Televisi Indonesia which is commercial in nature. Then successively stood the television stations SCTV, TPI which later changed to MNCTV, and ANTV appeared to grace the television screen. The television station continues to develop until it becomes the current national television station in Indonesia. With the presence of the national television, the Indonesian television world has undergone many changes, both in terms of broadcast quality and broadcast time. (KPI, 2020)

One television program and another presents a variety of programs, but most of the concepts have something in common. The difference lies only in the broadcast time and packaging of the event. Television people are competing to produce the latest breakthroughs in their programs. Television professionals are required to be creative, innovative and able to adapt to developments in the television industry. Competition in this industry does not only occur between national private television stations, but also between local television stations. Since the ratification of Law No. 32 of 2002 Concerning Broadcasting, local television began to show its existence. Apart from that, the passing of this law also accommodates broadcasting democracy, namely public autonomy, diversity of content and diversity of ownership. Commissioner of the Central Indonesian Broadcasting Commission (KPI), Yuliandre Darwis revealed that the number of hoaxes on social media has made the public prefer television media as the main spectacle. In the midst of the Covid-19 emergency, television deserves to be the leading, quality and reliable source of information. Based on data from the Indonesian Ministry of Communication and Information in 2019, the number of television stations in Indonesia is 1,106. This figure proves that TV as the mainstream media is still the people's first choice in obtaining information. In addition to public interest in television, this media is also supported by the existence of regulations that protect it. The results of Nielsen Media's research noted that the impact of the stay-at-home policy since mid-March had affected television viewing. In fact, in Jakarta, the audience for this segment achieved the highest rating, namely 16%. "This is interesting because the audience is increasing but the advertisers are quiet," said Andre.(KPI, 2020)

The television industry in Indonesia has in fact shifted its interests from social to competitive business. Talking about interests cannot be separated from the subject of ownership of the media industry in Indonesia. Here, of course, it involves two parties, namely the government and the private sector.(Jelahut & Letuna, 2022) Viewed from the side of the television media (private) as an industry, it becomes a dilemma and a separate problem between the idealism of broadcast programs to be presented and the battle for "income" in order to be able to maintain its existence. The audience as a benchmark for broadcast program presentations also becomes less objective when faced with the needs of advertisers as the soul of the television industry. So do not be surprised if a television product that is in great demand (based on Survey Research Indonesia's poll which is not necessarily accurate) will then be followed in droves by other stations. Impossible uniformity creates confusion among the people. In fact, in general, each television station in Indonesia does not yet have a self-identity to make it easier for the public to recognize.(Wijaya et al., 2022)

In the current reformation era, the government opened a policy to widen freedom of the press. This creates a new atmosphere in the field of print and electronic journalism, including television media. The most striking thing is the proliferation of local television stations established in several areas. However, unfortunately due to the lack of compatible human resources or company management factors that are not well-

established or even less adept at targeting local broadcast program opportunities that are suitable for local audience culture, there are many local television stations that are not very advanced and only seem to survive or even go out of business. It can be seen that there is a common thread when comparing local television which has to try to fight to hook its local audience with national television with the attractiveness of its program offerings that are able to reach a wide audience. The large number of private television stations emerging at this time has caused competition between television stations to become increasingly fierce. All television stations compete and try to present the best programs, the goal is none other than to be watched by many people and watched as long as possible. For private television stations, both local and national, the large number of viewers will make it easier for television stations to get advertising, where advertising is one of the largest sources of income for television stations today. This is also what causes many people to want to enter the television industry. (Jelahut & Letuna, 2022)

The development of the mass media today is a support in the activities of the wider community. In the current era of globalization, technology is experiencing rapid development, so this makes it easier for people to get information more effectively by keeping up with the times. The mass media aims to convey information correctly to every audience. In the development of mass media technology, it can produce information for every audience, both in the form of print and audio-visual media. The advantage of mass media is that it can overcome the barriers of space and time, and is even able to disseminate information instantly at unlimited times.(Audina & Fariha, 2022)

The development of television from time to time has been very significant, we can see televisions that initially used batteries to power on, until now they are already using batteries that can be carried anywhere without the need for a power source. Apart from that, the change in shape that occurs on television is also very fast, which started in the form of a tube to become a flat screen television. Even now, the technology contained in a television is very sophisticated, one example is television, which can be operated with hand movement sensors or sound sensors. Media Television is currently also experiencing a change in function, originally television was only used as an informative and entertaining medium, but now television can become a means of campaigning for media owners for personal gain.(Sudinta et al., 2022)

Television in Indonesia is experiencing relevant developments, it can be seen from the number of existing programs, each television station must improve its quality with other television stations. Currently there are many television stations in Indonesia, both local and private. Television programs must contain education, information and entertainment, these are the targets of television stations. With the development of technology, it has become easier to produce event programs. In television there are several programs that are referred to as programs, namely events, programs are a design to produce a program from day to day and from hour to hour for each day. At a television station, there are several people who are responsible for producing an event program, namely the producer as the chief executive of the program, the creative team creates ideas for creating an event program so that it can be enjoyed by the wider community. Whether a program is deemed worthy or not can be seen from the achievement of the rating determined by the television company.(Kunci et al., 2019)

Strategy is planning and management to achieve goals, strategy does not function as a guide only but must show how operational it is. The communication strategy is a guide and planning of communication and communication management to achieve goals,

the communication strategy must show how operationally it is important to do the word approach can differ from time to time depending on the situation and conditions. The role of a producer is very important in the formation of a television program. The producer's main task is to carry out all inspections that have a conceptual relationship with pre-production, production and post-production. Producers are responsible for changing and drafting programs. Producers must also understand content that is currently in great demand by the wider community and must have new concepts to increase audience interest. The producer must also be able to determine the target audience, the audience selection will compete because it is an important part of the program's strategy and has involvements too, this results in not being able to satisfy the needs of the audience.

Producers are one of the human resources owned by television stations and have an important role in maintaining a television program. A producer's job is not just to create a television program, but also to be able to create creative ideas for each program episode so that the program they are working on can survive and be able to compete with other television programs. A producer must be able to manage a television program well from the start of production to the end of production of each episode. The producer is in charge of assisting the creative team, determining the concept, show time and rundown for audiences to enjoy. During the production process, the producer is in charge of controlling and coordinating with the crew on duty so that the program has good broadcasts. During post-production the producer provides solutions and suggestions to the crew when there are deficiencies that occur during the broadcast of the program. The researcher interested in knowing the producer's strategy of carrying out his duties with the team.(Zartian & Maring, 2021)

In a production team, the producer has the task of leading the entire production team according to mutually agreed goals, both in the creative and production management aspects, in accordance with the themes and topics agreed upon by the producer. Producers certainly have their own way or strategy to make the resulting image more attractive. The definition of strategy itself is stated by Handoko that strategy is a general program for achieving organizational goals in carrying out the mission, the strategy provides integrated direction for the organization and various organizational goals that are used to achieve goals. Strategy can also mean the ways in which a company achieves its goals.(Syamsul Rizal, 2019)

In creating an event program, creativity and the right strategy are needed to execute it. Creative strategy is two different words consisting of the strategy and creative. Broadcasting Strategy according to general program for achieving organizational goals in implementing the mission. The word "program" in this definition concerns an active, conscious and rational role played by managers in formulating organizational strategy. Strategy provides integrated direction for the organization and various organizational goals and provides guidelines for the utilization of organizational resources used to achieve goals. The required strategy in the field of broadcast media includes; (1) Think like a viewer. Without viewers following broadcasts, broadcast media managers will never succeed in attracting fans; (2) Broadcast media managers must consider every second of broadcast time to be important and must use broadcast seconds by utilizing their abilities to reach viewers; (3) Broadcast media managers compete to grab other people's time so they want to watch the programs being presented. Therefore, broadcast

media managers must be able to create or produce programs that can attract the interest of viewers.

The research that was conducted had several problems, to facilitate research, the researcher limited the problems so that misunderstandings did not occur by focusing on "Producers' Strategies in Improving Broadcast Programs in the Pandemic Era." In this case what will be examined is the activities and steps taken by producers in improving broadcast programs in the pandemic era.

Previous research that used as a reference for the author is Producer Strategy's Program "Acara Anak Indonesia" at TVRI Kaltim (Wilman & Sugandi – Fisip Unmul, 2021)(Wilman & Sugandi, 2021) Motivated by curiosity from research about the work strategies of Indonesian children's program producers who present interesting themes and ideas so that they can be enjoyed by the public, especially children, so that the audience's curiosity is answered and they always wait for Indonesian children's programs. The concept used is the concept of broadcast management function. The paradigm used is the constructivism paradigm using a qualitative research approach. The research results show that the strategy used by producers in determining themes and content is by looking at the situation or circumstances surrounding the community through the stages of planning, organizing, directing and supervising. In Indonesian children's programs, the conclusion of this research is that producers need to have a producer's sensitivity to the world around them to determine the story ideas to be implemented. In order to create a creative and interesting idea which is outlined in a script so that it becomes a program that is interesting to watch, packaged as naturally as possible, and as beautifully as possible so that the message conveyed is conveyed. In the research carried out by this journal, researcher found out what producers' strategies in pre, production and post-production were like during the pandemic. Several types of producers were asked to be interviewed in order to get clear research results regarding their strategies during pre, production and post-production.

The second research is Producer's Creative Strategy in Maintaining the Existence of Top Files Programs on iNews Television Stations (Zartian & Maring, 2021) Top Files is a television magazine show program which is aired on iNews TV. A challenge faced by the producer is that the audiences are getting smart in choosing a television show. This becomes an interesting idea to find out how creative is the producer's strategy in maintaining the existence of Top Files. In this study, the writer used a descriptive qualitative method and collected the data through interviews, observation, document review, and analysis. The result of study showed that maintaining the existence of a television program needed an active role from the producer to develop some creative ideas generated by the creative crews; a selection of the most up-to-date news based on the following elements: target audience, script language, tv show format, punchline, gimmick and funfare, clip hanger, time and bumper, artistic stylist, music and fashion, rhythm and timing of the show, logo and music track for ID tune, General Rehearsal (GR), and an interactive program; and other roles from the tv station itself in broadcasting its programs to all corners of Indonesia in order to be able to watch at anywhere. In the research carried out by this journal, we found out what producers' strategies in pre, production and post-production were like during the pandemic. Several types of producers were asked to be interviewed in order to get clear research results regarding their strategies during pre, production and post-production.

The last reseacrh is Creative Strategy Of The Lentera Upu Program's Production Process (Muhammad Ali Mursid, etc – Geuthee Institute, 2022) (Muhammad Ali Mursid Alfathoni et al., 2022) Today's communication technology is evolving rapidly. As a result, everyone now may quickly and easily access a wide range of information, entertainment, and educational materials. Certainly, the advent of new media outlets like Youtube is responsible for it. The purpose of this study is to apply creative strategies in the production of the event program "Lentera UPU". The method used in this study is a model promoted by Alan Wurtzel and also employed a qualitative approach. The results showed that the production process of the "Lentera UPU" event program used a creative strategy consisting of pre-production, production, and post-production stages. This programme, which is streamed live on Universitas Potensi Utama's Youtube account, features studies regarding the holy month of Ramadhan. Of course, the production process may function at its best and achieve the desired results with the presence of a creative strategy. A production team will continuously develop steps or strategies so that the program production process produces good shows. So, from the research results obtained, all parties have their own strategies to carry out in order to continue to survive the production period in the pandemic era.

This research is important to carry out so that producers can gain insight into what their colleagues have experienced in creating producer strategies. Once they know, they should care more about their next steps so that they continue to be more creative so that their broadcast program is worthy and becomes a program that is liked by the audience.

Metode

Methodology is the study of certain methods or techniques. The aim of methodology in research is to seek systematic and organized research. Where the research results studied can later be useful in the development of science. The research methodology is the procedure used to obtain research data information. This research methodology chapter describes the research paradigm, research approach, research methods, research topics, data collection techniques, data analysis techniques, research location and time, and data validity. From the presentation of the paradigm above, the researcher uses the post-positivism paradigm. Post-positivism describes an approach to knowledge, but is also implicitly an assessment of the nature of reality. As such it is both an epistemological and ontological position. It may be simplistically defined as those approaches that historically succeeded positivism (for example, realism), but more rigorously, it may be understood as a critique of positivist epistemology and ontology, in which positivist claims concerning both the objective nature of reality and the ability of science to discern that reality are rejected.(Fox, 2008)

Post-positivism is a critique of both the ontological and epistemological foundations of theories of knowledge. It is a range of perspectives that have in common a rejection of the positivist claims to be able to discern a single social reality and to observation as the sole technique for its discernment. Realism and constructivism both recognise that our ability to know the world is constrained by the need for interpretation by researchers of data. Constructivists, however, also reject any sense that there is an independent reality that is there to be uncovered, and consider instead that the social world is as consequence of authoritative claims to know the truth. The purpose of research, in the latter perspective, is exploratory and transformational. To explain how the producer's strategy makes programs in the pandemic era by gathering information

about research objects. By conducting interviews, observations and collecting information needed for research.

Qualitative approach is a research procedure that provides descriptive information in the form of written or spoken words about the people and behaviors observed. Meanwhile, according to the researchers explained that the qualitative approach is an approach that explains the phenomena that occur in the field. Qualitative research explains facts in the field in relation to research problems. Therefore, research with a qualitative approach includes quotations, namely in the form of words instead of numbers, interview scripts, personal documents, photographs, and so on. In this study, researchers used a qualitative approach to obtain information so that further conclusions can be drawn.

The research method is a method that systematically describes descriptions or pictures. Similar to storytelling, this method investigates a case or problem through observation, allowing participants to enter situations naturally and how they respond to the truth of the object of research. In the research that will be conducted, the researcher uses a qualitative descriptive research method because the researcher wants to explain or explain the producer's strategy in improving the program. Research subjects are people who are in a situation defined as a provider of information in a study or are known as informants. Named as a research subject, because in descriptive qualitative research the research is carried out centrally on the angle of the person being studied. The subject of this research is the program producer. The object of this research is the most important thing to be researched to get valid information or data. Therefore, the program producer's strategy will be the object of research, to find out the strategy used by the program producer.

The goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to gather data. In such research, the data may be collected qualitatively, but it is often analyzed quantitatively, using frequencies, percentages, averages, or other statistical analyses to determine relationships. Qualitative research, however, is more holistic and often involves a rich collection of data from various sources to gain a deeper understanding of individual participants, including their opinions, perspectives, and attitudes. Qualitative research collects data qualitatively, and the method of analysis is also primarily qualitative. This often involves an inductive exploration of the data to identify recurring themes, patterns, or concepts and then describing and interpreting those categories. Of course, in qualitative research, the data collected qualitatively can also be analyzed quantitatively. This happens when the researcher first examines the qualitative data thoroughly to find the relevant themes and ideas and then converts them into numerical data for further comparison and evaluation.(Nassaji, 2015)

There are various ways to collect data; the researcher can adopt the method of observation, interview, questionnaire survey, documentary and other techniques as per the research task and its limitation. Facts gathered through various sources and methods are treated as raw data. When they are refined and edited as per the requirement of research objectives, such accurate and verify data are the information to the research. Information collected from observation of measurement from within an attempt is made to develop generalization or conclusion is treated as research data. Thus, a scientific fact

is a conclusion based on the best scientific data available of the moment. (Nath Baral, 2017)

Primary data is information collected by researchers directly from the main source of research. Primary data can be obtained through interviews with key informants and informants, as well as through direct field observations. Secondary data is a source that does not directly provide information for data collection. Researchers added data from several other sources. to support primary data and develop an analysis of information taken from the material derived from the results of previous research, books relating to the problem of this research and other similar individual studies with different purposes. Therefore researchers use secondary data and primary data to complete the information needed by researchers.

Data analysis is the next step taken by researchers to find, compile and systematically formulate conclusions from the results of interview notes, observations and documentation. This data analysis was carried out after the researchers collected data by interviewing key informants and informants. Later the information received by the researcher will be explained in the form of sentences. Then the researcher finalized the information and also stored the information collected from interviews with key informants and informants, as well as documentation to carry out data analysis. The researcher used source triangulation because the research subjects were producers, and information obtained through observation and interviews also flowed into this study. Researchers use data sources, namely documents, interview results, so that researchers can obtain results in the form of statements in accordance with the results of the interviews.

Researchers used Standard Opertaion Procedur (SOP) by Gerrald Millerson. Basically, strategy involves various decisions and business activities to achieve missions and goals by using various skills and resources effectively and knowing market opportunities and threats. When a strategy is linked to the media context, it is of course related to the method or strategy used by the production team in producing a television program. Producer has a creative strategy starts from the planning stage until the event program is published. Having stages in the event program production process will make the production process more efficient in its implementation. Everything the producer does to produce broadcast programs is outlined in this research.(Muhammad Ali Mursid Alfathoni et al., 2022).

Hasil dan Pembahasan
Researcher used SOP Theory by Gerald Millerson for find out Producer's Strategy:
Pre-Production Process
Pre-Production process is a technique for creating and increasing the usefulness of an event by using existing resources in terms of human, financial and equipment resources. The keyword for producing or creating a program is idea or ideas. Thus, every program always starts from an idea or concept. This idea or concept is then realized through production. Ideas or concepts can come from anywhere and from anyone. Sometimes ideas for creating programs can come from the mass media, for example from radio broadcasts, newspapers, and so on. The mass media gives ideas for creating programs. Production results that have a vision will show the uniqueness and uniqueness of that production. The stages of the production process are production

material, production facilities, roduction fees, organization of production implementation and production implementation stage.(Hasanah, 2018)

At the production process stage, researchers found that there were many things that producers had to prepare and create strategies so that the broadcast program results were as good as expected. Starting from materials, facilities, costs, who the implementing team is and how the production will be carried out later, become one consideration for a producer. Researchers conducted interviews with several types of producers. Producer of shows for television and freelance producer who creates programs for shows on a client basis. This is a significant difference from previous research which only referred to one type of producer. Several producers who were interviewed produced several answers which the researchers succeeded in summarizing, namely that each type of producer experiences different challenges. They approach these challenges wisely so that they can still produce broadcast programs that are liked by the audience and according to the client's wishes.

Some broadcast facilities that must be prepared before the production process is carried out by Producer are tet up in the studio with the plan instructions stated in the blue print. It must be remembered here, the decoration technique must meet the requirements of the electronic camera's capabilities, both the height and the area of the room used. Necessary graphic support such as slides, telos, studio maps, charts, schemes, and decorations for the background. Equipment for property and make-up as well as the necessary facilities must be prepared before the production process. The camera facilities used and the supporting components, including lenses, static used and movements that can be carried out by each camera. Lighting techniques that will be carried out by the lighting engineer. Audio has been coordinated for production process activities. Other supporting facilities, such as tools for special effects, sound or image effects, chrome key or teleprompter. Do rehearsals before recording or broadcast. Internal relations via mic. Last if there is a sponsor, then the sponsor's message must be prepared as well as possible, where and when it should be released or "on".

Production Process

Broadcast Program The word "program" comes from the English program or program which means event or plan. Broadcast is a message or series of messages in the form of sound, images, or sounds and images or in the form of graphics, characters, whether interactive or not, which can be received through broadcast receiving devices (Indonesian Broadcasting Commission Regulation Number 03 of 2007 concerning Broadcast Program Standards). However, the word program is used more often in the world of broadcasting in Indonesia than the word broadcast to refer to the meaning of event. The production process is not an individual job but a team job. If a television program can be understood, is entertaining, and viewers are satisfied watching it, appreciation for its success must be given to the production team working, not just one person in between. Even though viewers know that popular people are those who appear on the screen or are one of them. In the event that the program planner decides to produce the desired program himself, this task is carried out by the production department or production department of the broadcasting station. The keyword for producing or creating a program is idea or ideas. Thus, every program always starts from an idea or idea. This idea or concept is then realized through production. Ideas or concepts can come from anywhere and from anyone. Sometimes ideas for creating programs can come from the mass media, for example from radio broadcasts,

newspapers, and so on. The mass media gives ideas for creating programs. A valuable or valuable process can only be created by a producer who has a vision. The vision grows from a deep reference that stems from orientation, religion, and critical thoughts regarding the means used to display production material.

In carrying out production, the director determines the type of shot that will be taken in the scene.(Kuswandi & Pd, 2020) Usually the director prepares a shoot list for each scene. It often happens that one sentence in a scenario (story film script or feature film) is broken down into several shots including, Long Shoot (LS), Total Shoot (TS), Close-Up (CU). Shooting list is a list of images that will be taken in accordance with the order in the detailed treatment. Treatment is a development of the synopsis made by the producer. Apart from that, another guideline is a story board in the form of a description of the visuals that will be taken based on the shooting list, made in boxes according to the type of shoot planned.

In producing an event program, the production team certainly needs a producer's strategy. The existence of a producer's strategy causes the program produced to run optimally and achieve the expected goals. The creative strategy used in producing broadcast programs consists of pre-production, production and post-production stages. Pre-production is the initial preparation stage, many things are done so that the preparations before entering the production stage are well organized. After that, the program production process for broadcast programs enters the production stage. At this stage, the initial ideas that were prepared during pre-production will be implemented. The final producer's strategy used during the production of broadcast programs is post-production. Post-production is the final stage that should not be ignored. At this stage, the production results will be packaged as well as possible so that they are suitable for broadcast in the chosen media.

According to the producer, the obstacle was during a pandemic, for example there was a music event talk show that required an audience, that was an obstacle. Strict health regulations make it very difficult to produce broadcast programs. The selection of sources cannot be arbitrary. Talents who are invited must be swabbed first to ensure that the shooting process will go well. A backup plan is also prepared if the source is suddenly positive for Covid-19-19 or the artist and guests are positive. The production team must also be prepared to the fullest before shooting is held so that there is no additional budget.(Mustafa, 2021).

If for example there is an incident that is affected by Covid-19-19, then the shooting schedule may be postponed. The postponement of the shooting schedule will push back the production schedule, here the producer must think hard about the solution when the budget is also reduced due to the pandemic. The cash flow during pre-production is carefully prepared to avoid budget shortages and so on. So, a very different difference is that money, which previously did not exist, for example for a swab test, has become available. The money that used to exist, for example, for paid spectators, is now non-existent. Producers must be able to determine budgeting during pre-production so that everything goes according to plan or a pre-production brief is carried out.

For example, if a producer has a plan to make a program, and already has a concept and story idea for a new program, the producer immediately prepares all the teams. Starting from preparing budgeting, team, from pre to post-production. Now for pre-production, pre-production is prepared by the creative team. The difference during pre-production is that when pandemic meetings are held online, they are different from

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when they are not in a pandemic. Online meetings, online drafting, idea drafts, story drafts, mood board stories are presented online, the difficulty is signal constraints. Therefore it is necessary to prepare a tight connection as one of the strategies carried out by a producer so that the pre-production process runs well.

During a pandemic, the production timeline was made the same, but borrowing tools and so on made it easier because vendors provided their cheapest and best prices. This is a positive value for producers in budgeting. There are so many competitors that tenants or vendors don't dare to raise prices so that there are still those who rent to them. Work or requests are reduced so that prices can be said to fall, this is both a negative and a positive thing for the production team members. Even in a pandemic there is a new designation, namely "pandemic price" starting from directors, producers, cameramen, scriptwriters and video editors feeling the impact, namely a lack of jobs.

During production, according to the producer, the difficulty was when a member of the production team was infected or tested positive for the corona. The production team must prepare a health team such as doctors from a hospital to standby at the shooting location every time there is a shooting. During the pandemic, the budget increased, starting from decreasing from the boss, but instead there was an additional budget for these funds so that it became an additional burden. The producer has a strategy to overcome this, namely adding one more item to provide a medical team to carry out the swab. The procurement section or finance section adds or cross subsidies by increasing other items to meet these needs.

To avoid missed communication, before production is carried out the producer will ensure, check and recheck the equipment brought to the location. Then, provide, for example, lighting equipment, not limited to what is needed. However, adding it into several backups so that if there is a shock while traveling that causes a lamp to break, someone will replace it. If you don't prepare for this, it will make the budget swell in the sense that a sudden loan will increase the budget if it occurs for a sudden rental. Time is also wasted if it is used to get new tools so that it is necessary to make more spare tools during production.

Each section must be responsible for their respective duties so that before production a PPM (Pre Production Meeting) is held to prepare for shooting. This needs to be done so that there is continuity between pre-production and production so that nothing is missed in all production processes, from creative, cameraman, lighting and others. PPM is useful for ensuring the production process is in accordance or not with the initial brief. So according to what has been determined in PPM. The team has already decided on a time, for example one day of shooting has already been decided at PPM. After it has been prepared, it must comply with the PPM provisions. It will be a problem if we don't shoot on time. This has to do with budget issues, because if the time is delayed it means the budget will increase.

Clients sometimes like to make changes during shooting. For example a change of place or additional location of the place. This raises additional costs, therefore the producer must have a smart strategy during production. When a new idea arises during production, the producer must be able to respond properly and correctly to the client. The producer must explain in as much detail as possible because when this cannot be realized, the client must receive a good explanation with the possibility of adding a new shooting budget. Producers must be good at communicating with all production lines so

that conflicts or problems do not arise. The PPM meeting needs to be maximized so that no changes occur or minimize changes that occur during production.

Post-Production Process

Post-production has three main steps, namely offline editing, online editing, and mixing. In this case, there are two types of editing techniques, namely: First, which is called editing with analog or linear techniques. Second, editing using digital or non-linear techniques using a computer. Meanwhile, according to Alan Wurtzel, the standard procedure for producing television broadcast programs is called the Standard Operation Procedure (SOP).(Hikmah, 2022) Includes: Pre Production Planning, Set-up and Rehearsal, Production and Post Production. Post production is the stage of completion or refinement of audio-visual tape material. The completion stage includes: 1) Editing both sound and image. 2) Insert visualization (insert a finished image for editing). 3) Dubbing (replacing the original sound with a recording) 4) Filling in the narrative (storyline of time and place of occurrence) 5) Filling in sound effects and illustrations so that the production results are more interesting. 6) Evaluate the production results, in this evaluation the production results are still given defects, for example, problems with illustrations, sound effects, image editing, and so on, so improvements are still being made.

The producer's strategy when evaluating the production process is complete is with PPM, careful preparation, will make minimal mistakes occur and can discuss with each other team members. Recce is held for talent, wadrobes, cameramen, lighting and so on. After the production is finished, the producer checks whether anything is missing or has been done enough at the time of production that day. Before shooting, the producer must also visit the location to prevent problems from occurring during production.(Herry Kuswita, 2014)

During post-production, the producer still accompanies his team. So it's not just pre-production and production, but from pre-production to post-production. The producer ensures that the shooting results, the production results are edited, processed, according to the predetermined concept and ensure that the results are good. There is what is called a director, so for content problems in post it is seen or maintained by the director or the same creative. Then, the producer keeps everything running smoothly from start to finish, running pre, production and post everything runs smoothly without any problems. However, problems can occur. For example, if the equipment is not proper, there is a treatment that turns out to be something that the video editor cannot do. Now it is the producer who determines what can and cannot be done by considering all kinds of considerations so that the production of a broadcast program can be successful, there is an increase in the quality of the program

Kesimpulan

In producing an event program, the production team certainly needs a producer's strategy. The existence of a producer's strategy causes the program produced to run optimally and achieve the expected goals. The creative strategy used in producing broadcast programs consists of pre-production, production and post-production stages. Pre-production is the initial preparation stage, many things are done so that the preparations before entering the production stage are well organized. After that, the program production process for broadcast programs enters the production stage. At this stage, the initial ideas that were prepared during pre-production will be implemented.

The final producer's strategy used during the production of broadcast programs is post-production. Post-production is the final stage that should not be ignored. At this stage, the production results will be packaged as well as possible so that they are suitable for broadcast in the chosen media.

The producer's strategy to increase broadcast program production is to prepare a more detailed budget. adding points that didn't exist before the pandemic did. Pre-production meetings must be carried out as intensely as possible in order to minimize constraints during production and during post-production. Pre-planning must be made with a backup plan other plans. during a pandemic another possibility could happen suddenly so the producer had to rack his brain more to prepare everything so that the shooting was according to the brief and according to the promise to the client. Our recommendation for other researchers who want to see whether there are changes after the endemic period, it is very important to look for data from before, the pandemic, to the endemic. Producer strategies will definitely different from time to time. The urgency can be seen from the needs of each different period.

A producer has a very important responsibility so they must keep abreast of developments and fulfill all the needs of the audience in order to continue to survive in any conditions. Pandemics or other risky situations should be taken into consideration in their work process so they can continue working. There is no single situation that is a reason why a producer cannot work because the strategy they have should have been very carefully considered. The steps in this strategy are continuous every month so that a producer has a choice of other steps when facing a situation that might hinder their performance as a producer.

The limitation of this research is that the researcher did not examine the all of production team. The producer's strategy can actually be researched by also interviewing other production team members to make it fairer. Limited time and location meant that researchers only conducted interviews with producers to find out what strategies the producers used. It is hoped that other researchers can conduct more complete research by also interviewing members of the production team. So that it can be seen what strategies are created by producers to produce broadcast programs that survive during the pandemic. Then, the researcher also hopes for the use of other theories that researchers can use to confirm what kind of strategies a producer should be able to use to be able to survive despite facing existing obstacles. Even so, the researcher hopes that this research can provide input for junior producers so that they can follow their senior producers in making television programs either at production houses or programs broadcast on national television.

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