



Research Paper

Analysis of News Program Production Strategy Dinamika News at Megaswara TV Bogor City

Layung Paramesti Martha, Siti Khodijah Intan Sekar Rini

¹(Pakuan University, Indonesia)

ABSTRACT:

Local television stations provide television services to certain communities or are segmented and these communities are the land of the local television market. One of them is the Dinamika News Program but through its strategy, Megaswara TV manages Dinamika News into a program that can explore the characteristics of Bogor and Sukabumi with different flavors. The television program presented to viewers must begin with an idea or concept. But processing an idea or concept into an interesting program is really not an easy job. A television producer cannot just wait for the idea to come, but must look for unique and new ideas as the desire of television viewers (target audience). This study aims to explain how the production strategy used by Megaswara TV for the Dinamika News program to maintain its characteristics as a program covering Bogor and Sukabumi. The research method used is a descriptive qualitative research method. Data collection techniques through interviews, observations, and interviews. The results showed that Megaswara TV has implemented a production strategy consisting of production materials, production facilities (equipment), production costs (financial), production implementation organization and stages of production implementation.

Keywords: Dynamics News, Megaswara TV, Producer, Production Strategy

Received 14 June, 2023; Revised 26 June, 2023; Accepted 28 June, 2023 © The author(s) 2023.

Published with open access at www.questjournals.org

I. INTRODUCTION

The presence of local TV does have an important and strategic role in changing the imbalance of the function of national private television media such as RCTI, SCTV, METRO TV and others in raising local issues and culture (Haryati, 2013: 1). The existence of local television is expected to display diverse and unique local cultures from each region as well as information about events in areas that are not touched by national media. Various information about areas that are not exposed by national media is what is the strength of local television appeal. But unfortunately the development of the quantity of local TV in Indonesia, is not followed by the development of quality. There are still many local televisions today that are still far from expectations (Haryati, 2013: 5). Although from time to time, the growth of local television continues to grow, the spirit of building a broadcast locality is not matched by the power to survive. Some local television stations on the way were unable to maintain their existence due to heavy competition in the broadcasting industry.

Megaswara TV or commonly referred to as MGSTV which is a local TV located in the city of Bogor by conducting a broadcast process every day starting from 06.00 to 24.00 WIB. The program presented contains elements of culture, religion, and education that provide useful information for the people of Bogor, Ciawi, Sukabumi. MGSTV provides information containing 5 (five) program contents, namely *news and talk shows, entertainment, Sundanese culture, religious, and sport*. One of the news broadcast programs aired by MGSTV is *Dinamika News*.

The *Dinamika News* news program is divided into several segment rubrics that are *hard news and soft news, in the soft news rubric* about Bocimi it discusses entertainment venues, businesses, creativity, innovation, and unique community activities. This program also often airs news content that is a topic on a national scale that is currently being hotly discussed by the community, but local news content is also more aired considering that MGSTV is a Bogor local TV that focuses more on information that occurs in Bogor, Cianjur and Sukabumi.

The program that is the mainstay of television stations in Indonesia is a news program. Television stations compete for audiences by presenting news programs that are certainly packaged and presented as attractive as possible. Here is the place where various information is produced that is expected to be able to meet

the information needed by the community. Many Indonesians, especially those living in Bogor City, began to move to digital television, further narrowing the reach of local TV viewers who still use analog systems. Therefore, local TV managers must strive to create and implement the right strategy to attract viewers to watch local TV and how to continue to consistently broadcast *Dinamika News* programs with information in the surrounding Bogor City with the most actual and interesting news presentations.

From the above problems, researchers are interested in examining how the production strategy carried out by the MGSTV News Dynamics news program in producing news, what strategies are used so that the program can continue to attract audiences in the midst of the emergence of similar programs. Researchers chose MGSTV as the place of research object, because based on observations made by researchers, MGSTV was able to carry out a fairly good role as a local TV in Bogor City consistently to produce and broadcast its programs which were mostly local content.

Based on the background above, considering the importance of knowing the strategic steps in producing news, researchers are interested in examining how to analyze the production strategy of the *Dinamika News* news program at MGSTV Bogor City. Based on these problems, researchers formulated the title of this study with "**ANALYSIS OF NEWS DYNAMICS NEWS PROGRAM PRODUCTION STRATEGY AT MGSTV BOGOR CITY.**"

In line with the problems that have been formulated above, the objectives of this study are (1) to describe the news program *Dinamika News*; (2) to analyze the production strategy of the *Dinamika News* news program at MGSTV Bogor City in packaging something to be used as a show needed by the community.

II. RESEARCH METHODOLOGY

In this study, researchers used a qualitative approach to determine how to search, collect, process and analyze the data from the study. Qualitative research is a type of research that produces findings that cannot be sought using statistical procedures or other statistical or quantification means. According to Kirk and Miller in Moleong (2011: 2), qualitative research is a certain tradition in social science that fundamentally depends on observations on humans both in their area and in terms.

To determine informants, researchers use purposive techniques, which are techniques for sampling data sources with certain considerations. This particular consideration is for example the person who is considered to know best about what we expect, or maybe he as a ruler so that it will make it easier for researchers to explore the object or social situation under study (Sugiyono, 2012: 218). To find out how to analyze the production strategy of the *dinamika news* program at MGSTV Bogor City, the researcher chose a *key* informant, namely the producer of the MGSTV *Dinamika News* program who knew clearly how the program production strategy or activities carried out by Megaswara TV.

Table 3.1 Data of MGSTV News Dynamics News Program Resource Persons

Main Informer			
No	Name	Position	Reason
1.	Apeng Wijaya	Producer	Organize the news production material to be run.

Table 3.2 Data of Informants Supporting MGSTV News Dynamics News Program

Supporting Informants			
No	Name	Position	Reason
1.	Donny Herlambang	News Coordinator	Responsible and manage the strategy formation process of the news program <i>Dinamika News</i> on MGSTV
2.	Entin	Bogor Residents	To find out how the results of the production strategy of the news program <i>Dinamika News</i> and find out what the reason for watching the show is.

In this study, the authors used triangulation of data source types in checking the validity of the data. Triangulation is a technique of checking the validity of data that makes use of something else. Triangulation with sources means comparing and rechecking the degree of confidence of information obtained through time and tools that are in qualitative research. Source triangulation to test the credibility of data is done by checking the data that has been obtained on MGSTV.

As for achieving that belief, the author compares the observational data with interview data with different sources. Observations were made by observation by coming directly to the MGSTV office observing the news program *Dinamika News* MGSTV and interviews conducted with key informants, namely Apeng

Wijaya as News Producer and Dony Herlambang as producer of news program Dinamika News MGSTV who became supporting informants as research data reinforcement. The researchers conducted this triangulation comparison by comparing the data from observations with the data from interviews with observations directly to the MGSTV office by interviewing Rama as the Editorial Strategy Team of the MGSTV News Dynamics news program .

Table 3.3. News Program Triangulation Data Dynamics News MGSTV

Supporting Informants			
No	Name	Position	Reason
1.	Adhietya Rama	Editorial Team	Responsible for reporting news entries from journalists and understanding news impressions that appear on television.

III. RESULT AND DISCUSSION

Analysis of the production strategy of the Dinamika News news program at MGSTV Bogor City in packaging programs that benefit the community

According to Wibowo (2012: 23) in planning a television program production, a professional producer will be faced with five things at once that require deep thinking, namely production material, production facilities (*equipment*), production costs (*financial*), production implementation organization and stages of production implementation.

Production Material

Planning production materials needs to be done so that the program made later can be in accordance with what has been predetermined and not out of the plan that has been made. The determination or planning of material at the MGSTV local tv station is carried out through a meeting attended by the editorial team and the team that will be assigned to cover the field. In this case, the strategy of the news program *Dinamika News* MGSTV to embrace people ranging from the middle to lower classes can be obtained and achieved. Megaswara TV has also often been nominated for *KPID Awards* in West Java, but Megaswara TV continues to improve the quality so that viewers can be comfortable and Megaswara TV shows can be well received by the audience.

Production Facilities

Production facilities are means that support the realization of ideas into concrete, namely production results. Of course, it takes the quality of standard tools that are able to produce good images and sound. The certainty of the existence of the equipment encourages the smooth running of all readiness in production. MGSTV does not have problems with production facilities that interfere with the course of production, but not infrequently there are a few obstacles in the internet network which are sometimes unstable so that work such as sending images, videos and emails becomes hampered. For this reason, MGSTV faces or overcomes these obstacles by contacting the provider, The development of the era, local tv stations must continue to be able to follow existing developments in order to compete with other tv stations. For this reason, in order to support good show quality, MGSTV provides production facilities to its team,

Production Cost

A producer must think about the extent of production costs in order to obtain financial support from a production center or television station. Production costs for the *Dinamika* news program can be said to have no obstacles, considering that the facilities and space used are not too much so as to minimize production costs because they utilize facilities in MGSTV's news studio. The production cost of the *Dinamika News* news program *is supported by sponsors who will later promote their products or services on the Dinamika News news program, The revenue obtained from the promotion of products or services makes the MGSTV financial system quite stable, utilizing the Dinamika News news program as a means of advertising a product or service.* Apeng said that this made financial movements, especially *Dinamika News* production activities, no obstacles. Implementing a feedback system also through the marketing division at MGSTV to determine who has the most potential to advertise on the *Dinamika News* program.

Production Implementing Organization

A television program production involves many people, such as sources, crew, and functionaries of the organizing agency, police, local officials where the broadcast is carried out, and officials concerned with licensing issues. The *Dinamika News* program has a producer whose job is to direct and determine whether or not a program is suitable to air. In addition, *the Dinamika News program has a coverage coordinator, the author*

asked Doni Herlambang about the function of the reporting coordinator in the Dinamika News program, in general the task of a coverage coordinator is responsible for coordinating reporters and managing their reporting tasks.

In order for the shooting to run smoothly, the producer must also think about the organization of the production implementation as neatly as possible. In this case, the researcher asked about how to control the team so that it could work as expected.

IV. CONCLUSION

Dinamika News uses these five theories, namely the first material for the production of goods or materials to be produced into broadcast-worthy impressions and sold on the Dinamika News news program, the second means of production, namely the means that support the realization of ideas into the production of the Dinamika News program, the third production costs are to obtain financial support from a production center. MGSTV does not spend too much production costs too much, at least for the transportation of journalists, the fourth production implementation organization is the organization that compiles the production implementation of the Dinamika News program consisting of news directors, producers, assistant producers, coverage coordinators, cameramen, editors, program directors, and newscasters, the five stages of implementing production, namely a program actually may only take thirty minutes, But this is only a small part of the overall production process. The production implementation stage is divided into three, namely Pre-production, Production and Post-Production. In all three of these cases, the Dinamika News program uses it efficiently. MGSTV uses Wibowo's strategy (2012: 23) to develop the Dinamika News program so that it can be for all people because there are elements about education, culture, tourism are also there, so it is not only about serious news.

REFERENCES

- [1]. Ardianto, Elvinaro. 2012. *Komunikasi Massa: Suatu Pengantar*. Bandung: Simbiosis Rekatama Media.
- [2]. Bajuri, Adi. 2010. *Jurnalistik Televisi*. Yogyakarta: Graha Ilmu.
- [3]. Cangara, Hafied. 2013. *Pengantar Ilmu Komunikasi*. Jakarta Utara: PT. Raja Grafindo Persada