

ABSTRAK

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Manajemen Produksi Program Acara Mom Squad NET. Mediatama Televisi

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NET. Mediatama Televisi sebuah perusahaan pertelevisian yang bergerak dibidang penyiaran yang mempunyai visi, misi serta *target audience*. Tentunya hal tersebut turut mempengaruhi program acara yang dihasilkan. Televisi yang memiliki jargon ‘Televisi Masa Kini’ ini, memiliki misi ingin menghasilkan konten program yang kreatif, inspiratif, informatif, berkualitas dan sekaligus menghibur melalui berbagai *platform*. Berdasarkan survei yang telah dilakukan oleh peneliti, program acara Mom Squad merupakan salah program acara yang unik dan kreatif dalam segi konten maupun manajemen produksinya. Program ini tergolong tayangan *news magazine* yang memberikan informasi dan edukasi mengenai metode-metode *parenting* dan gaya hidup perempuan masa kini. Tidak hanya memasukkan informasi seputar metode *parenting* saja, namun juga informasi seputar *trend fashion*, kesehatan, kecantikan, sampai *tips and tricks* yang bermanfaat.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Objek penelitian adalah Program Acara Mom Squad NET. Mediatama Televisi. Subjek penelitian terdiri dari 3 orang informan. Teknik pengumpulan data yang digunakan yaitu wawancara, dokumentasi serta observasi langsung dalam proses produksi. Hasil dari penelitian ini menjabarkan tentang tahapan proses produksi program acara Mom Squad NET. sebagai usaha menghasilkan tayangan yang berkualitas. Program Mom Squad NET. menerapkan 3 tahap seperti yang dikatakan Fred Wibowo, yakni: (1) pra produksi, yaitu melakukan riset ide, *brainstorming* ide, membuat *script/naskah*, membuat jadwal produksi, membuat *budgeting*, *survey* lokasi dan *merequest* alat produksi. (2) produksi, yaitu melakukan *setting* lokasi & alat produksi, *biefring script* dengan *host*, mengambil gambar dan membuat *voice over*. (3) pasca produksi, yaitu melakukan 2 tahapan proses *editing* yaitu *editing offline* dan *editing online* yang diketahui hanya dilakukan dalam divisi *news magazine* NET. Selanjutnya yaitu ke tahap *mixing* dan terakhir yaitu melakukan evaluasi jika ada masalah selama proses produksi.

Kata kunci : Manajemen Produksi, Program Acara Televisi, NET. Mediatama Televisi, Mom Squad NET.

ABSTRACT

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Production Management for the Mom Squad Program NET. Mediatama Television

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NET. Mediatama Television, a television company engaged in broadcasting sector that has a vision, mission and target audience. Those things also influences the programs produced. This television company that has the jargon "Television of the Present" have according to it's mission wants to produce program content that creative, inspiring, informative, quality and at the same time entertaining through various platforms. Based on a survey that conducted by researchers, the Mom Squad program is an unique and a creative program in the terms of content and production management. This program is a news magazine program that provides information and education about parenting methods and the lifestyle of today's women. The program is not only give the information about parenting method, but also give the information about fashion trends, health, beauty, up to a useful tips and tricks.

This study uses a qualitative method with a descriptive approach. The object of the research is the NET Mom Squad Program from NET. Mediatama Television. The subject of this study consisted of 3 informants. The techniques of data collecting used in this research are interviews, documentation and direct observation in the production process. The results of this study are to describe the stages of the production process from the Mom Squad NET program in an effort to produce a high quality show. Fred Wibowo said, Mom Squad NET Program applied 3 stages of program production: (1) Pre-production, which is conducting idea research, brainstorming ideas, creating scripts, making production schedules, budgeting, surveying locations and requesting production equipment. (2) Production, is conducting location settings & production equipment, script briefings with hosts, taking pictures and making voice over. (3) Post-production, in this stage there are 2 editing processes, offline editing and online editing which is only done in the NET news magazine division. After that is proceed to the mixing stage and the last is to evaluate if there are problems during the production process.

Keywords: Production Management, Television Program, NET. Mediatama Televisi, Mom Squad NET.