

ABSTRAK

Seiring berjalannya waktu media televisi TVRI mengalami kesulitan dalam mempertahankan dan meningkatkan rating program disebabkan karena semakin tingginya persaingan sesama media televisi baik televisi lokal maupun televisi swasta. Tujuan penelitian untuk mengetahui strategi program kampungku TVRI Sumatera Selatan dalam meningkatkan rating program. Menggunakan jenis pendekatan kualitatif dengan metode deskriptif yang bertujuan untuk menjelaskan isu-isu kontemporer dengan menggunakan informasi yang disajikan dalam bentuk kata-kata atau gambar. Dengan teknik pengumpulan data melalui observasi, wawancara dan dokumentasi. Serta menggunakan teknik analisis data model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta menarik kesimpulan/verifikasi. Peneliti menggunakan kerangka teori yang dikemukakan oleh Peter Pringle bahwa strategi program terdiri dari perencanaan program, produksi program, eksekusi program, pengawasan program, serta pengawasan dan evaluasi program. Tim program kampungku telah melakukan pertama tahap perencanaan program yang mana perencanaan program tersebut meliputi perencanaan jangka pendek dan menengah yaitu fokus terhadap perlengkapan peralatan dan teknik pengambilan data, jangka menengah, sedangkan untuk jangka panjang melakukan riset mengenai potensi alam yang ada di Sumatera Selatan. Kedua produksi program merupakan jenis kegiatan untuk menciptakan sebuah produk informasi yang akan di siarkan melalui saluran media, tahapan produksi program meliputi tahap praproduksi merupakan tahapan awal, tahap produksi merupakan seluruh kegiatan pengambilan gambar (*shooting*), dan tahap pascproduksi adalah seluruh rangkaian kegiatan setelah pengambilan gambar sampai materi yang dilakukan selesai pada tahap pascproduksi meliputi tahap penyuntingan (*editing*). Ketiga tahap eksekusi program merupakan tahapan penayangan program sesuai rencana yang sudah ditentukan. Tahap terakhir tahap evaluasi dan pengawasan merupakan tahap untuk memastikan bahwa program televisi yang disiarkan memenuhi standar kualitas dan sesuai dengan peraturan yang berlaku distasiun televisi tersebut. Adapun hasil Tim program kampungku telah melakukan strategi-strategi tersebut sesuai dengan prosedur yang dikemukakan oleh Peter Pringle namun hasil rating yang diperoleh program kampungku belum stabil meningkat.

Kata Kunci: Startegi Program, Televisi, Kampungku, Rating

ABSTRACT

Over time, TVRI television media experienced difficulties in maintaining and increasing program ratings due to increasing competition among television media, both local television and private television. The aim of the research is to find out the strategy of TVRI South Sumatra's Kampungku program in increasing program ratings. Using a qualitative approach with a descriptive method which aims to explain contemporary issues using information presented in the form of words or images. With data collection techniques through observation, interviews and documentation. As well as using the Miles and Huberman model data analysis techniques which include data reduction, data presentation, and drawing conclusions/verification. Researchers use the theoretical framework put forward by Peter Pringle that program strategy consists of program planning, program production, program execution, program supervision, as well as program monitoring and evaluation. My village program team has carried out the first stage of program planning, where the program planning includes short and medium term planning, namely focusing on equipment and data collection techniques, medium term, while for the long term, conducting research on the natural potential that exists in South Sumatra. Second, program production is a type of activity to create an information product that will be broadcast through media channels, the program production stages include the pre-production stage which is the initial stage, the production stage is all shooting activities, and the post-production stage is the whole series of activities after shooting. until the material is completed at the post-production stage including the editing stage. The three stages of program execution are stages of broadcasting the program according to a predetermined plan. The final stage of the evaluation and monitoring stage is the stage to ensure that the television programs broadcast meet quality standards and comply with the regulations applicable to the television station. As for the results, the My Village Program Team has carried out these strategies in accordance with the procedures proposed by Peter Pringle, but the rating results obtained by the My Village program have not been stable and have increased.

Keywords: *Program Strategy, Television, My Village, Rating*