Production Strategy Of 86 Program In NET.

Monica Permatasari, Ebnu Yufriadi

Abstract: this study aimed to closely examine the production strategy of 86 program by the production team on NET. starting from the pre-production process to post-production process. This research used descriptive qualitative research method through a case study with data collection through observation, in-depth interview, and literature study. The data were analyzed using Strauss and Corbin data analysis model, which is coding. The results showed that the strategy in pre-production process is to conduct a meeting for brainstorming, then execute the idea in production process by keep exploring new side story and evaluating at the end of the process to determine whether the activities have been implemented as intended.

Index Terms: Broadcasting, Production Process, Reality Show Program, Qualitative Research

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1 INTRODUCTION

BASED on a survey by Nielsen Consumer Media View in 11 cities in Indonesia during 2017, television penetration still leads with 96% followed by outdoor media (53%), internet (44%), radio (37%), newspapers (7 %), tabloids and magazines (3%). It shows that people tend to regard television as a means to obtain information, education, and entertainment. Responding to the large interest of the community, television stations began competing to provide content that could attract the interest of the audience. Television shows many different programs for different target audiences. Reality shows also do not escape the spectacle of interest. As mentioned by Morissan, reality shows try to present a situation such as conflict, competition, or relationship based on actual reality. In other words, this program tries to present a real situation in the natural way possible. Unfortunately, there are currently many television programs that claim to be a reality show but does not show the reality. In this study, authors chose a reality show called 86 aired on NET. as the research object. This is because 86 program is different from other reality show programs, where other reality shows focus more on a show containing made up stories, 86 prioritizing a program with an actual event with little proper modification so that they can keep entertaining and educating viewers. 86 is interesting because it is the only reality show program in Indonesia that raises the police lives in carrying out their duties, as well as their daily lives. 86 is also interesting because the show is not monotonous. In one episode, 86 do not only discuss one incident but could show several events experienced by the police. 86 airs every day, so that the production process is carried out every day with broadcast content that cannot be repeated. In addition, 86 is a reality show program that has been running for almost four years on NET. but has never been reprimanded by Indonesian Broadcasting Commission (KPI) [1]. Based on this, the researchers became interested in examining the production strategies applied in 86 program. A literature review from a national journal entitled Planning and Production of Educational Television Programs on Educational Television by Herry Kuswita [2]. This study aims to determine the making process of educational television programs with correct

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concept and production stages from planning to screening, using qualitative research method through in-depth interview. The similarity with this study is the same qualitative research by collecting data through in-depth interview. The theory of the television program production process is used in subsequent research. The difference is the object of research, this research is not an educational television category. The next literature review is from an international journal entitled The Dark Side of Reality TV: Professional Ethics and the Treatment of Reality Show Participants by Jelle Mast [3]. This study aims to determine ethical issues in production process of a reality show based on four categories of violence (intrusion, humiliation, misrepresentation, and appropriation) and the production process. Based on this research, professional television workers must be provided with broadcasting ethical consideration. This study stated that the four categories of violence are not good material for entertainment purposes in reality show program. The similarity with this research is the research object and also uses qualitative research method and data collection technique in-depth interview with professional television workers. The difference, the previous study focuses on four categories of violence in reality show program.

In this study, the researchers used the theory of production stages by Gerald Millerson as a special theory. The formulation of the problem discussed is about how the production stages in 86 program on NET., to know the application of the theory by Gerald Millerson.

2 RESEARCH METHODS

According to Suryabrata [4] research is a process of a series of steps carried out in a planned and systematic way to get answer to a certain question. Descriptive research method is widely used in research that aims to explain an event. Sugiyono [5] said that descriptive research is a study that aims to provide or describe a situation or phenomenon by using scientific procedures. This research used descriptive qualitative method to describe the production strategies applied in the 86 program. Descriptive qualitative is appropriate because by using descriptive research, the research results can be described in more detail, systematic, and precise. John Creswell (1996) introduced five types of qualitative research methods. The five methods are Biography, Phenomenology, Grounded-theory, Ethnography and Case Study. According to Ardianto [6], a case study is a type of approach in research that examines one case intensively, deeply, in detail, and comprehensively. Case study could be done on an individual, as commonly used by psychology analyst, as well as group, such as by anthropologist, sociologist, and social psychologist. A case study describes

the individual. The individual is usually people, but can also be a place like a company, school, and surrounding environment. This study used a case study method because this study is about social science on the production activities of a television program that affects many people. Through descriptive case study, obtained detailed information about the stages in producing each episode and it is expected to provide benefits for larger and more in-depth studies. In this study, data collection used natural setting. Primary data source is data collection techniques of observation and in-depth interview, and secondary data source to support primary data in the form of documentation and literature study. Natural setting is a natural condition in qualitative research carried out on natural occurrences in the field. In this study, the conditions studied were also a natural condition in the 86 program. This study used data analysis technique proposed by Strauss and Corbin (2003), where the process of analyzing qualitative data was through three major steps, namely:

- Open coding
  Open coding is a part of related analysis especially with naming and categorizing phenomena through careful examination of data.
- Axial coding
  At this stage, the results from open coding are reorganized based on categories to be developed in the direction of propositions.
- Selective coding
  According to Basrowi & Suwandi [7], at the selective coding stage, researchers classify category into the core and supporting criteria and link it between the core and its support. This category is found through a comparison of relationships between categories, using a paradigm model. The next step is to provide relationships between categories and finally produce conclusions which are then appointed as general design.

This study used data validity techniques with credibility testing through source triangulation. With source triangulation, researchers can test data obtained from data sources by comparing interview data. In this study, sources are people who are directly involved in the production process of 86 program in .NET, including producer, executive producer, and production assistant.

3 RESULT AND DISCUSSION

The 86 program is a reality show that tells the story of police in carrying out their duties, along with the things they meet daily. Not only focusing on the main task as a police officer but also learned about the humanitarian side of the police as ordinary people. The 86 program was formed with the aim of educating audience so that the audience do not commit violations committed on the show. The 86 program wants people to be more disciplined and become more legal literate. This program is also made so that people get a deterrent effect and do not repeat similar violations in the future. Besides, the 86 program also wants to provide information and education about the work of the police officer. Badjuri [8] in his book entitled Television Journalism said that the concept of reality show emphasized the human interest side. Reveal the many realities in the community and arousing concern and social awareness of

the audience. In accordance with what Badjuri said, the 86 program also emphasizes the human interest side. Therefore, in addition to presenting the main tasks of the police, 86 program also presents the story behind it. The 86 program also wants to show the police as ordinary people. The 86 program wants to show how extraordinary the work of the police is, that they sacrifice their time, energy and heart to serve the community. Besides the police, the story of violator was also exposed so it could also arouse public concern. The side story behind the case covered is the main goal of the production team in processing the material of the show. Gerald Millerson describes the standard operational concept of television production procedures in the broadest sense as follows:

- Pre-Production
  Pre-production is the most important stage in a television production which is the preparation stage before production begins.
- Production
  After planning and preparation have been completed, then the next step is the production stage. Rehearsal is the initial stage after the pre-production process is complete. Rehearsal is part of the production phase according to Gerald Millerson, because of the non-news production perspective that requires very detailed preparation several hours before production. Rehearsal is carried out by the production team as a whole to minimize errors when the shooting/recording process takes place. After the rehearsal is the stage of executing the concept and the prepared program content, which is shooting/recording.
- Post-Production
  This is the final stage of a television program production. After production, the material is included in the editing post.

The 86 program on NET. follows the main stages of making television program, namely pre-production, production, and post-production. In the pre-production stage, the producer with a production team consists of seven creative staffs and four production assistants will brainstorm, which is the process of finding big ideas and themes for next week content. Then the production assistant is assigned to take care of administrative requirements such as booking tools, crew, transportation, and permit while ensuring all technical requirements are met. Then the team assigned to carry out the shooting contacts the police who have been agreed upon. In the content search process, the production team also relied on the police. 86 implements symbiosis mutualism, when the team needs new material, they contact the police from any unit, both inside and outside the city. However, when the police want to be covered, the team also provides adequate facilities. The police also contact the production team if there are interesting cases that can be covered. In addition, rating and share analysis also affect the weekly content selection process. From the analysis results, the team can determine which content is more appropriate to be presented on that day. In the production stage, usually only consists of two crew members, one creative or production member, production assistant or producer, with one cameraman. Production team acts as a director. The team must also choose appropriate footage as well as learn about

the side story that can be interesting content. Production assistant prepares all kinds of shooting needs, such as makeup, necessary tools such as camera, clip-on, and so on. Then the team conducts a briefing with the crew and talent (police) regarding the theme of the day. After that, the production process will run as it is without manipulation. Once it is sufficient, the team, crew, and police return to the place of the original agreement. During the return trip, the production team in charge takes notes, or the selection of interesting footage for the next recording, namely testimonial from the police point of view. The testimonial is needed as connecting scenes or as a form of affirmation of the scene. Manuscript creation in 86 is different from the news program. In 86 program, there is no need for sequential news scripts, so it cannot be predicted. The production team must continue to hone their skills in developing ideas. The 86 as a program that covers police activities certainly cannot avoid censorship. This was done in the post-production stage. The 86 implementing a censorship strategy that follows the rules of P3SPS (Broadcasting Code of Conduct & Broadcast Program Standards), it is applied so that 86 show can be broadcasted safely according to applicable regulatory and do not disturb the public. One implemented strategy is the provision of censorship such as blur on visual and beeps on audio for footage that should not be broadcasted. The team also provides censorship if it has the potential to harm certain parties. In the post-production stage, the team on duty sends material to the library and does the offline editing stage, which is rough cut. Rough cut involves the process of setting up the scene so that the flow or storyline becomes neater before entering the online editing process. Rough cut is done by those who follow the production activities because they are people who understand the story. The researchers found that the rough cut process included the process of preparing the scene as well as the process of giving subtitles as explanatory for words that are not audible. At the rough cut stage, the image is arranged in sequence then it will be refined at the online editing stage along with the editor. During the editing process, the production assistant or creative must maintain the material that has been compiled to suit the wishes of the producer. The placement of sound effects and images must be appropriate. The sound effects must match the atmosphere to be built in the story. Once it is considered good, the producer playback the video to be examined if there are things that are not in accordance with the standards applied. After the revision and change from the producer, the video will be sent to the quality control team for the final selection process before being broadcast to the audience. Then the 86 program also implements an evaluation after the broadcast to find out whether the results obtained are following what the team wants. There will be an evaluation by the team which aims to decide whether the strategy for determining the content applied to the episode was successful or not. Besides, there is also a rating & share analysis every week. Some of these things become references to improve the content that is still less attractive to the audience and strengthen content that is liked by the audience.

4 CONCLUSIONS

The 86 is a reality show program that tells stories about the police's daily life in carrying out their duties, along with the things they meet every day. Not only focusing on the main task as a police officer but also learned about the humanitarian side of the police as ordinary people. Just like other television programs, 86 as a reality show program also follows standards of production operational. The first stage is pre-production, which is the preparation stage of the requirements before shooting begins, be it content, host, permit, and administration, crew, tools, budget, etc. Then enter the production stage. At the production stage, the 86 program has two stages, the first is shooting with the community. Then after that is shooting for testimonials or a perspective from the police. Then in the post-stage, there is an offline editing and online editing process. Researchers suggest to the next researcher to conduct further research regarding the impact of 86 program on the audience through quantitative method with questionnaire data collection technique so that the research result can be obtained and deduced through numbers. The researchers also suggest that the 86 production team could continue to maintain their enthusiasm in producing 86 program's content and still maintain the element of humanism which is always highlighted in each episode. Through this research, it is expected that the public can choose a quality program, not only entertaining but also educate. The public is expected to take information in the broadcast with a grain of salt and can take positive values in every television show. Besides, the community is also expected to improve the ability to process information presented by the mass media.

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