PRODUCTION OF KEMBANG ATI
PROGRAM ON MADU TV

Mohammad Rofiuddin, Reiza Praselanova, Muhammad Taufikurahman

Institut Agama Islam Darullughah Wadda'wah Bangil Pasuruan
E-mail: Mohammad.rofiuddin@gmail.com, praselanova@gmail.com,
taufiqmuhammad1998@gmail.com

Abstract

Kembang Ati is a spiritual siraman program by ustadz and leading scholars in Kediri to open people's insights about religion, which is packaged interactively, with studio audiences and viewers at home that will make the da'wah atmosphere feel fluid and entertaining. In the program, a good production process is certainly needed in producing a quality program, therefore it takes a process that is full of preparation and careful and directed planning so that it can produce quality impressions. What is the series of production processes for the Kembang Ati program on Madu Tv? What are the supporting factors and inhibiting factors in the production process of the Kembang Ati program on Madu Tv? The type of research in this research is field research using a qualitative type approach. The goal is to describe and express (to describe and explore).

Keywords: *TV Production, Editorial, TV Programs, Mass media*

Introduction

Preaching is a noble task imposed on Muslims to expand Islamic values to color all aspects of life. Because with the da'wah makes the lives of Muslims better and becomes directed by Islamic values, because the purpose of da'wah is *amar makruf nahi munkar*.

The emergence of mass media such as print media and electronic media has supported the spread of da'wah delivery to the public very easily. Radio and Television as broadcast media is one of the efficient media in conveying the message of da'wah to the community. Attractive packaging and messaging are important factors in television broadcasting.[1]

Television today has become an inevitable part of people's lives. There is no doubt that information is a basic aspect that is very important for society and is fundamental, therefore television has an extraordinary role for society.

A Nielsen study in 2018 on the presentation of the highest time spent by Indonesians on the media, whether through newspapers, magazines, radio, television or the internet shows that television is still in demand by the Indonesian people. in their time against the mass media. Audiovisual programs and disseminated to audiences through the media[2]. It is mentioned that Indonesian people spend an average of 4 hours 53 minutes every day watching TV, the duration of accessing the internet becomes the highest. The second highest is an average of 3 hours 14 minutes.

In this case, it is very important to choose television programs that do not adversely affect people's mindset and behavior so that a useful inspirational spectacle is something that needs to be sought and considered.

One of the television channels that pay attention to this is Honey TV. Program supervision and evaluation process[3]. Madu TV seeks to bring something useful to the people of Tulungagung amid the decline of inspiration sources on TV channels today. Madu TV strives to be present to provide information and local entertainment. Madu TV is a local TV station that prioritizes the quality of broadcasting. Execution on public television realizes the results of planning until the goal is achieved[4]. Wujud is Honey TV's commitment to getting a

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[1] "Management Production Program News On INews TV Bandung | Journal Science Politics And Communication," accessed March 26, 2022, https://ojs.unikom.ac.id/index.php/jipsi/article/view/3867.

[2] "Management Production Program News On INews TV Bandung | Journal Science Politics And Communication," 3.

[3] Nadya Barrel Ayu, Ira Dual Mayangsari, and And Aprianti, "Analysis Management Strategic Program News Indonesia Night Institutions Broadcasting Tvri," *eProceedings of Management* 3, no. 1 (April 1, 2016): 3, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/3479.

[4] Beautiful Mayangsari, and Aprianti, 5.

place in the hearts of viewers. Supported by reliable and competent human resources in their fields are also supported by the latest broadcast equipment as a support to create audiovisual creativity based on local wisdom. One of the quality events broadcast by Madu TV is kembang Ati. Kembang Ati is a spiritual siraman program from studio 2 and 3 Madu TV by ustadz and leading scholars in Kediri Residency to open people's insights about religion, which is packaged interactively, with studio audiences and viewers at home that will make the da'wah atmosphere feel fluid and entertaining.

Private local TV programs that survive[5]. As a public broadcast media, Madu TV has a solid foundation to compete to enliven information and entertainment needs to the public and become a business partner in conveying information and promotion because Madu TV is part of the Madu Network Area that was previously present in Radio and Online. MSDFM Radio.

Although as a local TV station, Madu TV has equipment that is no less sophisticated than national television stations. To meet the needs of broadcast services, Madu TV has transmission from an antenna that can cover broadcast services with clear image quality, supported by production equipment and control rooms that can present broadcast materials with SD quality. Madu TV also carries Streaming and Satellite technology to meet the needs of being ready directly outside the studio.

Literature Review

The focus of the research explains the definition used in the research. Massie's management quoted by Azhar Arsyad said, "Management is a process by which a group cooperatively exerts its actions or work to achieve its goals. together. "Production According to Missouri, production is an activity to create or increase the usefulness of a good or service. The program in question is an event or broadcast design of the show that is displayed by a television station as a

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[5] Verdiana Amarilis Kusuma Putri and Goddess K. Soedarsono, "Process Production Program Television â€œMusic Updateâ€ On T-Music Channel On Television Subscription Transvision," *eProceedings of Management* 6, no. 3 (December 1, 2019): 2, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/11157.

broadcasting institution to meet the needs of the audience.[6]

Broadcast broadcasting or in English known as broadcasting is the entire process of delivering broadcasts that starts from the preparation of production materials, production processes, preparation of broadcast materials, then broadcasting to the reception of the broadcast by listeners/viewers somewhere. Kembang Ati is a spiritual siraman program from studio 2 and 3 Madu TV by ustadz and leading scholars in Kediri to open up insights. TV programs have several types[7]. Television has characteristics and local TV is part of the local mass media[8].

Production management is one part of the field of management that has a role in coordinating activities to achieve goals. The organization was formed to manage the broadcasting of TV programs[9]. To organize this activity, it is necessary to make decisions related to efforts to achieve the goal so that the goods and services produced are by what is planned. Thus, production management concerns decision-making related to the production process to achieve organizational or company goals.

Creative ideas are necessary for the quality of production[10]. Stages of TV Broadcast Production. Pre Production Planning (Pre Production). This stage is commonly referred to as the planning stage. Pre-production planning includes; the discovery of ideas or ideas, collection of necessary data, preparation of supporting

[6] Susilawati and Ade Wahyudin, "IMPLEMENTATION OF THE PRODUCTION OF THE 'TEKNOTANI' PROGRAM AT LPP TVRI YOGYAKARTA," *HERITAGE JOURNAL* 9, no. 1 (June 30, 2021): 5, https://doi.org/10.35891/heritage.v9i1.2492.

[7] Muhamad Eco Wicaksono, Ira Dual Mayangsari, and And Aprianti, "Analysis Fill the Edutainment Event Program At Television Private National (analysis Fill In On Program In Sctv, Rcti And Indosiar Period 5-11 January 2015," *eProceedings of Management* 2, no. 3 (December 1, 2015): 5, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/2433.

[8] Danial Aulia and Ira Dual Mayangsari, "Analysis Production Broadcast Talk Show (Studies Descriptive On the Process To Production 'Ronda post' Episode' programacceptance Student New Level Sma/Equivalent In the City Tasikmalaya') Radar Tv Tasikmalaya," *eProceedings of Management* 3, no. 3 (December 1, 2016): 6, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/3917.

[9] Adina Viola and Freddy Yusanto, "Program Director Strategy Deep Packing A Event Program (Studies Phenomenology On the Sapa Program Year New 2019 Kompas Tv)," *eProceedings of Management* 6, no. 3 (December 1, 2019): 6, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/11169.

[10] Anastasia Claudia Vishnu Wardhani and Lucy Pujasari Supratman, "THE PROCESS OF CREATING CREATIVE IDEAS IN THE OPERA VAN JAVA PROGRAM IN TRANS 7," *eProceedings of Management* 7, no. 2 (August 1, 2020): 3, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/13631.

plans. The key to the successful production of television programs is largely determined by the good of this stage of planning and preparation. Setup and Rehearsal.

Setup is a technical preparation stage carried out by the core team and other working relatives. Producers have a responsibility for the success of the program[11]. This process includes various kinds of preparation of facilities and infrastructure that will be used in the shooting process later, to prepare plans for lighting, microphones, and decoration arrangements. *Standard operational procedures* are required in every production process[12]. While rehearsal is an exercise for the crew and performers before the event starts. Rehearsal is also referred to as a dress rehearsal in an event. This process will usually be led by the field director/floor director. The producer leads the entire production team[13].

The stage of production implementation is an effort to how a director (program director) cooperates with all crews in realizing plans that have been outlined in paper or script (rundown event), including camera angle capture. The angle of the camera is the angle or size of the shot referring to the distance of the subject or object from the camera and how dominant the subject and the object it fills the camera screen.

Three production processes are passed. [14] The post-production stage is the stage of completion or refinement (editing) of a production process. This stage is done if the production of the program is done recording/taping. In live/live production, post-production is not done. It's just that the program that was broadcast live, before, must be completely prepared carefully.

Research Methods

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[11] Fatmawati Fatmawati and Kemal Aqwam Maulana, "Analysis Production Program News Indonesia Morning Show Di News and Entertainment Television," *Prophetic: Journal Communication* 11, no. 2 (April 25, 2019): 4, https://doi.org/10.14421/pjk.v11i2.1423.

[12] Zouhrotun Religion'ah and Maya May Syarah, "PRODUCTION ANALYSIS OF THE TRANS TREASURE PROGRAM EPISODE OF TREASURES STOREFRONT," *Community: Journal of Communication Science and Islamic Da'wah* 3, no. 1 (August 15, 2019): 162.

[13] Setiarama and M. Wind Widagdo, "Production Events' ProgramBlessing Islamic' on Compass TV Javanese Middle (Producer)," *Interaction Online* 8, no. 1 (December 31, 2019): 5.

[14] For Rahmadani Ansori and Idola Perdini Putri, "ANALYSIS OF TELEVISION PROGRAM PRODUCTION ON TVONE (PRODUCTION PROCESS OF TELEVISION PROGRAM 'LET'S LIVE HEALTHY' AT PT. LATIVI MEDIA BY PULO GADUNG EAST JAKARTA)," n.d., 6706.

This research is *field research* using qualitative methods. Field research is a study that is carried out systematically by lifting data in the field. According to Bodgan and Taylor, qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and behavior can be observed. This approach is directed at the background and the individual as a whole. Qualitative methods interpret meaning. [15]

Judging from the type of research, then this research is Descriptive. In this type of qualitative descriptive research, the data collected is in the form of words, images, and even numbers. Thus, the research report will be given data citations to provide an overview of the presentation of the report. or memos and official documents for example. Data in qualitative research is not based on tables of numbers and samples from the public[16]. Hasil measurements or assessments directly are analyzed statistically or other means of *quantitative* (measurement). The deskriuptif method analyzes the results of the data through interviews[17]. To understand a phenomenon or social symptom more correctly and more objectively, by getting a complete picture of the phenomenon studied. The understanding of qualitative data is data in the form of real information that occurs in the field.

Primary data types are basic data that are related and obtained directly from the research object. While the primary data source is a data source that can provide research data directly. The technique of taking data directly on the subject as the information sought is through interviews (interviews) with the Chairman, producers, production administrators, and consumers of Madu TV, then through observation (observation) and documentation. Secondary data sources are data obtained through other parties, not obtained directly by researchers from their research subjects. What is meant here is related to the problem that the author discusses. Such as data from books, documents, or articles that support this research. Another opinion regarding secondary data is additional data derived from

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[15] Ismandianto Ismandianto and Neneng Susi Susilawati, "PRODUCTION MANAGEMENT OF TVRI RIAU-KEPRI RELIGIOUS PULPIT PROGRAM," *Journal Audience* 4, no. 01 (March 24, 2021): 31, https://doi.org/10.33633/ja.v4i01.4172.

[16] Honorary Ramadhan and And Aprianti, "Influence Program Chat show Comedy The Commentdi Net Tv Towards Interest Watch Society (Studies At Citizen On the Road Sukapura Bandung Javanese West)," *eProceedings of Management* 2, no. 2 (August 1, 2015): 2, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/8998.

[17] Pray Grace, Asep Saeful Muhtadi, and Enjang Muhaemin, "MANAGEMENT OF 'WEST JAVA TODAY' NEWS PROGRAM ON TVRI WEST JAVA" 3 (2020): 27.

written sources that can source scientific books and magazines, sources from archives, personal documents, and official documents. The literature in question is in the form of books, important documents, and so on related to the theme of this research.

Data analysis is done by organizing the data obtained into a category, describing the data into units, analyzing important data, compiling or presenting data that is by research problems in the form of reports, and making conclusions so that they are easy to understand.

Although the qualitative analysis does not use theory as definitively quantitative, the validity and validity of its findings are also recognized to the extent that researchers still use research rules, this is true. However, when the analysis is carried out, the researcher must monitor and report the process and procedures of the analysis as honestly and completely as possible. Activities in qualitative data analysis are carried out interactively and take place continuously until they are completed so that the data is saturated.

Reducing means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns, and discarding unnecessary ones. data reduction can be done with the abstraction (making a core summary) so that in this study researchers summarize the theme and patterns and discard the unnecessary. all the observation and research processes of the Production Management Process of the "Kembang Ati" Program on Madu TV, either in the form of questions and answers or other records obtained from the results of the data excavation.

Data presentation is done after the data has been reduced or summarized. Data obtained from observations, interviews, and documentation analyzed is then presented in the form of CW (Interview Notes), CL (Field Notes), and CDs (Documentation Notes).

The final step in the analysis of qualitative data of interactive models is the withdrawal of conclusions from verification. Based on the data that has been reduced and presented, researchers make conclusions supported by strong evidence at the data collection stage. Conclusion or verification is the final stage in the data analysis process. In this section, the researcher expresses the conclusions of the data

obtained. This activity is intended to find the meaning of the data collected by looking for relationships, similarities, or differences. Conclusions can be made by comparing the suitability of statements from the research subject with the meaning contained with the basic concepts in the study.

Results and Discussion

Professional producers are faced with a deep thing[18]. The pre-production stage is the most important in a television production process. This stage can be said to be the heart of a production process. Because overall the production process will not run well without good preparation and planning. The producer becomes a talented character developer[19].

At this stage, the Producer and the Creative Team of Kembang Ati together conducted research on Islamic study locations, they offered to cover activities and cooperate with the committee that organized the event. The Islamic study can be aired on the Kembang Ati program on Madu Tv. The pre-production stage is to find ideas, planning, and preparation[20].

Activities covered about commemorating the great days of Islam such as the majlis ta"lim or Islamic studies commemorating the Hijri New Year, Isra Mir" raj prophet Muhammad Saw, Maulid Prophet Muhammad Saw, Eid al-Fitr, Eid al-Adha, and others, all of which were held in Tulungagung and surroundings. In addition to events on the big day, Kembang Ati also covers weekly or routine events whose theme cannot be separated from religious studies to continue to be able to broadcast da'wah and attract the attention of the public, especially the local community. to be aware and called his heart in the siraman of religion.

Furthermore, the Kembang Ati crew ensured the completeness of the necessary tools for *shooting* consisting of cameras, audio mixers, monitors, tripods.

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[18] Mohamad Afkar Sarvika and Ira Dual Mayangsari, "Production Broadcast News Television (Studies Descriptive On the Process Production Broadcast Program News "ada News Petang€ Di Jak-tv)," *eProceedings of Management* 3, no. 2 (August 1, 2016): 6, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/2314.
[19] Noviarista Ana Rofillah and Rhafidilla Vebryanda, "THE PRODUCTION PROCESS OF THE 'QOLBU TOUCH' PROGRAM ON TVRI YOGYAKARTA BEFORE AND DURING THE COVID-19 PANDEMIC," *Journal Media Public Relations* 1, no. 2 (December 20, 2021): 4, https://doi.org/10.37090/jmp.v1i2.518.
[20] Putri and Soedarsono, "Process Production Program Television "Music Update€ On T-Music Channel On Television Subscription Transvision," 4.

The type of camera used for Multicam shooting is a studio camera, which is a type of camera with the most complete facilities and is integrated with other cameras. You can also use EFP (Electronic Field Production) cameras that are flexible to use indoors and outdoors. Audio Mixer is a tool needed to regulate the low sound required in the shooting process. Monitors are objects used to see images produced by the camera. There are many monitors, such as the number of cameras available. While using a tripod, the results of photos or videos will be much better. This device is also useful for improving the quality of cameras whose cameras are not able to shoot images quickly. If the hand sways slightly, the result will be blurry. If you already use a tripod, your device can be more reliable to produce stable and focused images.

For Kembang Ati does not have a General Assistant (PU) such as a program in general who is in charge of helping the production team as a whole for example helping to prepare consumption logistics and distribute it to the crew, because all consumption has been noticed and provided. by the committee of the Islamic studies event. Although nature only covers Islamic study activities, production planning must be done as much as possible so that the production results obtained are also maximal. In addition, poor planning will also have an impact on the implementation of production in the field. The implementation of production will impress the origin and not be serious because the implementation of production is not by what has been planned and produced in advance.

In this pre-production stage, obstacles that are often encountered are the delay in the arrival of religious figures who are speakers and also some technical errors of events in the field, thus affecting the duration of coverage that will take longer. The stage of production (shooting) of the Kembang Ati program is timed to be done randomly following Islamic study activities, but broadcasting is still carried out every Monday to Sunday on different hours, according to the schedule, so that if no event is covered within one week, then to anticipate it to remain consistent with the broadcast schedule is to rerun the Islamic study show that has aired before. It is still warm because its content is religious advice that reminds of takwa which brings people to continue to carry out God's commandments and stay away from His prohibitions.

In this stage, because the Kembang Ati program is only covering activities, there is no need for the command of an event director/director. The concept emphasizes more on the coverage and recording of the procession of studies that have been organized in the rundown that has been designed by the committee for Islamic events or studies in the field so that the Kembang Ati crew does not interfere much in the procession of the event. The cameraman should always pay attention to the return of the camera[21]. Other important elements that should not be forgotten in terms of shooting are shooting techniques, developing shot shooting techniques taking camera movements, and the movement of image objects.[22]

In the process of shooting the Kembang Ati program, the shooting techniques used also vary cameras and III usually inflame the camera angle used with the Camera II panning technique that serves to take pictures of Ulama Figures continuously will also do a combination of shooting combines shooting with technique. pan and tilt, that is, by following objects and improving position. Following an object means that the camera will move following the movement of the object, but the composition of the image of the object will change. Meanwhile, improving the position where the camera must move with pan, tilt, and zoom to maintain its best composition against an object in motion. For example, a clerical figure or speaker who was standing with a medium-long shot camera angle suddenly sat up to one of his worshippers. So that in such circumstances, the camera must move the pan, tilt down, and zoom in as needed, so that the position of the speaker in the camera remains in good image composition.

Furthermore, camera IV that uses jimmy jib will do some combination of camera movement techniques. For example, pan and tilt will be combined with camera movement techniques that stay away from objects. That is, here, the camera will take a wide shot with pan and tilt techniques, which will slowly move away from the object as a whole. This technique is usually used when producing non-live

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[21] Kidneys Puspitasari, "IMAGE STRUCTURING STRATEGY ON MULTI-CAMERA SYSTEM IN THE PRODUCTION OF SCTV INBOX PROGRAM," *Journal Everyone Communication* 16, no. 1 (2017): 49, https://doi.org/10.22441/jvk.v16i1.1643.
[22] Hanifah Only Azizah and David Kristiadi, "Technical Application Variations Shot Deep Production Program Feature Documents Television 'Country 1001 Variety: Village Kemuning,'" *Journal Scientific Multimedia And Communication* 6, no. 2 (December 15, 2021): 94, http://ojs.mmtc.ac.id/index.php/jimk/article/view/136.

impressions.

Although the nature of Kembang Ati only covers it, but still poor planning at the pre-production stage, it will also have an impact on the stage of a production implementation. The implementation of production becomes disrupted because those that have been planned are not by what happened in the field. Production planning with the implementation of production becomes irrelevant and disrupted.

The post-production stage in a program is the editing stage. The production process of the Kembang Ati program also goes through this stage, because the implementation of the production/shooting of the Kembang Ati program is carried out live so it is directly aired at the time of coverage as well, then to make it easier for the public to know the publisher lives, the notification is It is said to be "Kembang Ati Event". but the program "Kembang Ati" only then carried out the editing process before it was published on Madu Tv.

The editing process has two categories, online editing, and offline editing[23]. An editor of Kembang Ati by paying attention to the content of Islamic studies that have been covered before. The Kembang Ati team carefully conducts the editing process with the aim that the editing process can run well as it should, and be more targeted. At the stage of production in one taping or per episode, there are three segments with each segment having a duration of 15 minutes total duration for the program body as a whole which is about 45 minutes.

Conclusion

The results of the research that have been carried out by researchers with the title "Production Management of Kembang Ati Program in Madu Tv", based on data obtained through observations, interviews, and documentation, the pre-production stage is the most important stage in a television production process. At this stage, the Producer and the Creative Team of Kembang Ati together conducted research (research) on the location of Islamic studies, they offered to

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[23] Retno Wulandhari Handini, Rana Akbari Fitriawan, and Asaas Son, "Project Assignment End Production Program Tv Documents â€œtunas Nusantaraâ€," *eProceedings of Management* 3, no. 3 (December 1, 2016): 6, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/3762.

cover the activities and cooperate with the committee that organized the Islamic study event so that it could be aired on the Kembang Ati program on Madu Tv.

The Production Stage of the Kembang Ati program is only covering activities, so there is no need for the command of an event director/director. The concept emphasizes more on the coverage and recording of the study procession that has been organized in the rundown that the committee has organized the event or Islamic study in the field so that the Kembang Ati crew does not interfere much in the procession of the event.

After the implementation of production in the field is completed, the production process will continue at the post/post-production stage. The post-production stage in a program is the editing stage. The production process of the Kembang Ati program also goes through this stage, because the implementation of the production/shooting of the Kembang Ati program is carried out live so it is directly aired at the time of coverage as well, to make it easier for the public to know the publisher lives, the notice mentioned is "Kembang Ati Event". however, the program "Kembang Ati" was carried out the editing process before being aired by Madu TV.

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