

STUDY ON PROGRAM PRODUCTION OF *LIPUTAN CILIK* DAAI TV

Mariana¹; Heribertus Sunu Budihardjo²

²BinusTV, Bina Nusantara University
Jln. K.H. Syahdan No. 9, Palmerah, Jakarta Barat 11480
hsunubudihardjo@binus.tv²

ABSTRACT

Research goal of this study was to know the program production process of Liputan Cilik DAAI TV in Jakarta. Method used in this study was a qualitative method with analysis participatory observation and in-depth interviews with the crew involved in this program. Result of this study finds that there are three stages of the program production process, they are pre production, production and post-production programs, and processes of SWOT analysis (Strength, Weakness, Opportuniy, Threats). This program has done production in accordance with the SOP (standard operation procedure) although it is aired on television non-commercial. This program does not only provide the entertainment, but also contains the elements education.

Keywords: *process, production program, liputan Cilik*

INTRODUCTION

The growing of television stations does not guarantee that the television broadcasts program that is positive for children education. To that end, the research carried out on a child program which aired on one of the non-commercial television station. Prior to this research, there are several similar studies conducted by researchers. Previous research entitled *Strategi Produksi Program Showcase di Kompas TV* and other research titled *Proses Produksi Program Mancing Manis Trans7 Dalam Mempertahankan Kualitas Program*. Both studies used television program production strategy, but it is different when compared to this study. This study wants to see if the child program that aired on one of noncommercial television, such as DAAI TV, use the stages in standard broadcasting. While previous studies only look at the strategy and how to improve the program and more focused on program to program, this study is interesting because it raised the curiosity of the readers, whether the program that aired on noncommercial television, do a stage production in accordance with the Standard Operation Procedure.

The problem formulations are the production stage, children program, *Liputan Cilik*. The researchers will analyze how the production process at the *Liputan Cilik* program at DAAI TV. This study is conducted to determine whether the *Liputan Cilik* program, produced according to the stages, because DAAI TV is a noncommercial television station. Then study of the production process of the *Liputan Cilik* program will be associated with the SWOT analysis and strategy theory.

The objective of this study is to analyze the production process the *Liputan Cilik* program from the beginning until the broadcasting. Results of this research is to explain how DAAI TV packaged the information through the implementation of strategies for broadcasting by looking at their strengths and weaknesses. Obviously with the theory about production design, news related, and the implementation of the strategy.

The implementation of public television broadcasting is divided into two. They are broadcasting of artistic works and works of journalistic (Lamintang, 2013); The definitions are: (1) the journalism program is the program that produced through journalistic approach, ie the production process that is actual and concerns in the presentation to public. Journalism program is divided into two, the actual news nature that is timeconcern, the non-actual news that are timeless and hot issues such as dialogue, monologue and reports. (2) The artistic program is a program that is produced through artistic approach. For examples are educational or religious, features, documentaries, arts and culture, entertainment, advertising, public lighting, science and technology.

A news can be defined in different understanding and opinions from various experts. The following is what is stated about the meaning of a news (Harahap, 2006). (1) *Kamus Besar Bahasa Indonesia* states that news is a story or a description of the actual events. (2) "when a dog bites a man, that is not news, but when a man bites a dog, that is news" stated Charles Dana in 1996 in the book "Broadcasting Journalism Techniques". He states that news is something interesting that out of the ordinary, or something unique. (3) Freda Morris states that news is something new and important so that it can have an impact in people's lives. (4) Eric C. Hepwood in 1996 states that news is the first report of the important events in order to attract public attention. This definition reveals three elements; the actual news, important and interesting. (5) News is a report about events or opinions that have significant value, attractive to some audiences, still new and widely publicized through the mass media periodically.

From all of the expert opinions, it can be summed up that television news is reports about the facts or people opinions or both, completed by actual, useful and interesting pictures, and broadcast through the television periodically (Harahap, 2006). Television news can be defined as: (1) News facts events is a report about the event as they are, for example, fires, natural disasters and accidents. The news is packed from observations of the reporters at the crime scene (TKP). (2) News facts opinion is a report on the statement or people opinion about something that is actual, for example, the opinion of experts about events that occur in the community such as the increase in fuel oil in Indonesia. (3) News facts of events and facts of opinion is a report about everything that happened and about expert opinion regarding facts and events. As the news of the return of migrant workers to Indonesia, then inserted with the opinion of various groups regarding the problem.

The criteria of a television news is the actual, interesting and useful to the audience. The word 'actual' means new or just happened. The meaning of the word 'interesting' is associated with the large events. The word is 'useful' means how many the audiences who receive the message, therefore a journalist should be aware to know the news - news that is useful to viewers. All three of them that can be classified as the news value. The news value is also determined by the proximity factor, someone's popularity, conflict and humanitarian values. The content of the news must meet some point so the audiences feel confident to the news. The news content include (Harahap, 2006): (1) Clarity, the news uses basic sentences, names, objects, and captions. The subject and the names of the sentence are designed and located together. If there is a distant between subject and predicate of the sentence, the attention of the audience will be disturbed. (2) Simplicity, the audience of the news is heterogeneous and came from different backgrounds. They have different level of education, age, gender, ethnicity and social status. Therefore, the word used in the news have to be simple and easy to understand. (3) Trustworthy (sincerity), news should be arranged according to the event facts and opinion facts objectively. Thus the contents of the news can be trusted by the audience.

Stages of a production is divided into three, which is commonly used in television program production according to a standard operation procedure, or SOP. According to Wibowo (2007) there are three production stages. First, pre-production (planning and preparation), this is an early stage before the formation of a television program. In the pre-production is very important. This stage is affecting in the next production stage. In the pre-production stage there are various steps that need to be done, including: (1) the discovering ideas: a producer as the head a need to find the idea of what

kind of a television program will be produced, then the script writer to develop the script, after doing some research. (2) Planning: at this stage is the planning of working time, the selection of artists, improvement of the manuscript, the choice of shooting location, the provision of production costs and the forming of crews. (3) Preparation: this stage is the consummation of all that has been done above. There are the maintenance of a permit shooting, artist contracts, licensing locations, providing training to artists and preparation necessary tools.

The second stage is production. After all the preparations completed, then entered the stage of production in accordance with a predetermined time. At this stage producers, artists and crew to cooperate to realize a script that has been made in made in a movement of the story. The producer who leads overall because producers know the shape of the concept of television programs are made.

Finally, the stage ends with post-production. This is the final stage of a production of a television program. In the post-production phase has three main steps, they are: (1) offline editing with analog systems. After shooting is completed, the crew has to note the results of tapes. They rerecords the sequence of scenes by writing the picture and time or time code on the tape. (2) Editing online with analog system. According to the editing script, editor connects the images of the shooting by seeing the results of the previous time code. The editor unites it into a single image shooting. (3) Mixing. The outcome of the voice recording of the voice over, music, and sound effects are included in the editing results. (4) Offline editing with digital techniques or non – linear. Then the next step is capturizing or transferring images from the tape into a file on the computer, and then performs the preparation of the text or images according to the producer desires. (5) Online editing with digital techniques. In this stage, the editors adjust the sound of music and narration. Animation can be added to complete it.

In conclusion, the television program production can be seen in the following figure:

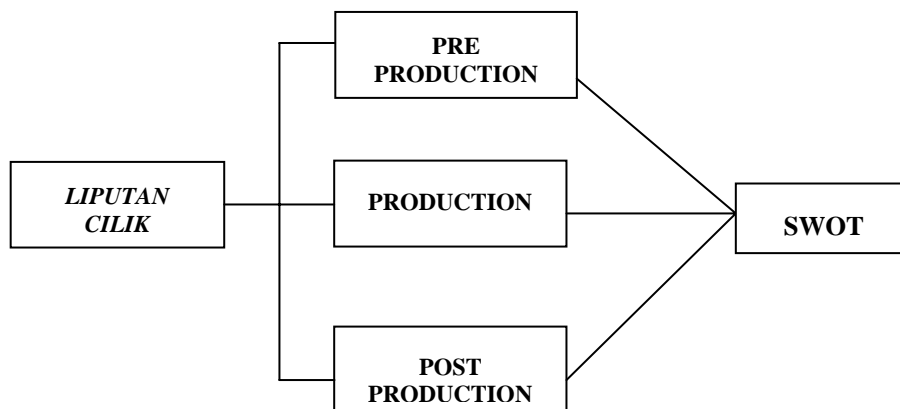


Figure Framework of Thought

METHODS

The research approach is conducted with qualitative methods. In this case, it is related to the categorization, characteristics embodied in the form of question words. (Krisyantono, 2012). The type of research used is descriptive. This type of research aims to make description systematically, factual and accurate about the facts and or a particular object. This research is conducted to portray the reality that is happened without explaining the relationship between variables (Krisyantono, 2015).

The method used by the writer is to conduct participatory observation and confirm it back by doing in-depth interviews. As the writers directly involved with the crew of *Liputan Cilik program*, they know directly what was happening there. They confirm it back by doing interviews. Before researchers conducted interviews with the crew of *Liputan Cilik program*, the writers wrote a list of questions to guide the interview.

Source and type of data that researchers get, is some photographic evidence, words and actions, written sources, and others. The validity of a study conducted by researchers are membercheck. Period of the study conducted by researchers at DAAI TV, is starting from the date of 7 (seven) February until May 17, 2013. The coding is done from the interviews, namely open coding, axial coding and selective coding.

In this study, researchers used a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). SWOT analysis is a systematic identification of various factors to formulate the company's strategy. This analysis is based on the logic that maximizes strengths (Strengths) and opportunities (Opportunities), but simultaneously can minimize your weaknesses (Weaknesses) and threats (Threats). The decision making process is always associated with the development strategy of the mission, goals, strategies, and policies (Rangkuti, 2009).

According to Afrillita (2013), SWOT analysis is described as follows: first, strengths (powers): on this line of research will conduct the research strength of the organization or company where the writers conducted the study. They also observe the power generated by the organization in the form of a television program. However, researchers will focus in evaluating one program that generates a children program, *Liputan Cilik program*. The researchers will examine the strength of this *Liputan Cilik program* at each stage of production. It starts from the stages of pre-production, production and post-production. Thus the writers will know exactly the strength of *Liputan Cilik program*.

Second, weaknesses are observed in the study is within a company or organization. It aims to minimize the weaknesses that are within the organization and maximize the advantages of the company. By examining the weaknesses that exist in the organization's aim is not to bring down the good name of the company but instead to minimize weaknesses of *Liputan Cilik program*. Third, we can also see the opportunities that can be used by organizations to improve the strength of the organization. Research on this opportunity is to see it from the external side of a company or organization where researchers conducted the study. The researchers will examine the opportunities or opportunities could be found in *Liputan Cilik program* from the stage of pre-production, production and post-production. Finally, any organization or company that moves will have threats that arise from external companies. The researchers will also examine emerging threats in this company and the perceived threat by *Liputan Cilik program*. Researchers conducted the study threat order to minimize threats.

RESULTS AND DISCUSSIONS

Here is the result of participatory observation conducted by researchers, in the *Liputan Cilik program*. The crew consists of five people. They are producer, two reporters who work as the script writer and creative staff, and two cameramen and editor as well. The researchers chose three people to be informants of this study, then conducted in-depth interviews with all of them. They are Arie Sobri as a producer of the *Liputan Cilik program*, Isyana Batubara and Elisabeth Shinta as the reporters, script writers and creative staff, and Aswendro Afrian as a cameraman and editor. From these interviews, it can be concluded that the *Liputan Cilik program* aired on one of the local non-

commercial television, but they still produce a program in accordance with the standard operation procedure, or SOP, which became the standard television broadcasting.

The *Liputan Cilik* program premieres every Thursday at 18:00 pm until 18:30 pm. This program is also repeated on Sunday, Monday, Wednesday at 14:30 pm until 15:00 pm, packaged as the softnews. The *Liputan Cilik* program is divided into four segments, which are: First, segment one: Jalan—Jalan is a segment of knowledge about the history of a place e.g. Museum Gajah, Kebun Raya Bogor. Reporter Cilik in this segment invites viewers go around with the officers. Segment two: Cari Tahu—Cari Tahu is a segment that discusses how the process of making something that are useful for everyday life, such as the paper-making process. In this part, the viewers also accompanied by reporter cilik who got an explanation from the speaker. Third, segment three: Event or Teman-temanku. This segment discusses an event that has just occurred in the environment around the children. For example the Birthday of Taman Mini Indonesia Indah or Kartini day. This segment wants to provide useful information for children. Fourth, segment four: Sahabatku discusses about the child model, either in school achievement and other fields to be an inspiration for the viewers.

The *Liputan Cilik* program consists of three stages of production i.e. pre-production, production and post-production. The early stage of pre-production is preparation. The preparation is to decide the speaker who will be interviewed. A meeting in every week is also had to be done in order to determine the crew's desc jobs, then make an appointment with the speaker, and prepare the equipment for the coverage, request a car to get to the location.

After pre-production completed, then it is followed by the production stage. In the stage of production, the crews do the reporting in the specified location, then make transcripts, time code script, take voice over, tapping presenters and editors have started to capture. When the production stage has been carried out and completed, then we enter the post-production stage. in the post-production stage, the crew do the editing. After the editing is completed, the producer do QC before the results are submitted to the QC program. Thus, after the editing process is finished, it will be transferred to mini DV, and then submitted to the QC program. The responsibility of the crew is only until the tapes submitted to the QC program.

In each steps, there are obstacles or problems. From the results of participatory observation, however, all obstacles can be passed well as the teamwork of the program is excellent. It can be concluded that there are three production stages of the *Liputan Cilik* program. First, Pre-Production of the *Liputan Cilik* program: (1) Looking for the source. (2) Crew meeting every first week to distribute each job desc. (3) Making an appointment with the source, covering where, at what time, and when. (4) Preparing equipment for reporting such as a camera, microphone, tripod, moting, mic cable, tape, battery, reporting license, souvenirs and car request from the office.

Second, Production of the *Liputan Cilik* Program: (1) heading to the location of the reporting, cameraman take pictures as much as possible and reporters seek sources of adults and children to be interviewed. (2) After returning from the reporting, reporter finish an interview transcripts and time code and a reporter wrote a script in accordance with the pictures taken by the cameraman. (3) Once the script is complete, do take voice over. (4) Then presenter tapping. (5) Editors also began to capture for next editing

Third, the post production of the *Liputan Cilik* Program. (1) Editing each segment, by choosing the images.(2) Then entering the voice over the sounds for each segment. (3) Online Editing by combining each segment, then enter the OBB (opening bumper break) and the name of all crew involved. (4) Conducting QC (quality control) by the producer. (5) Transferring the editing results to mini DV. (6) Submitting it to the QC program. (7) After the program is aired, the archive section should be asked for a copy to be given to the informant.

If we compare the stages production of the *Liputan Cilik* Program with the stage production of television programs from Fred Wibowo's book, we can find some similarities. In the post-production stage, the *Liputan Cilik* Program, same as Wibowo stated, consists of the discovery of ideas by looking for sources, then planning the reporting, having regular meeting with the crew in each of the first week, and the preparing tools to head to reporting location.

At the production stage of the *Liputan Cilik* Program, it shares the same idea with the Wibow's theory in the part of shooting on the location. However, in theory there is no script writing, tapping presenter, taking voice over, doing transcripts and time coding. In the post-production stage, there are similarities in the editing, but in the *Liputan Cilik* Program, online editing is done at the end and after the online producer do the QC and transfer it to a mini DV. After the broadcast is aired, reporter requests a copy of the archive section to be given to the source.

It can be concluded that the *Liputan Cilik* Program production and the theory of television programs production have things in common, but the program production of the *Liputan Cilik* is more complete and comprehensive.

CONCLUSIONS

According to the research on the *Liputan Cilik* Program on DAAI TV—as non-commercial local television—it can be concluded that: (1) the *Liputan Cilik* Program has done their production program in accordance with standard operation procedure, or SOP. Before the program aired on DAAI TV, the *Liputan Cilik* Program has passed through three stages, namely pre production, production and post-production. (2) Any crew involved in the *Liputan Cilik* Program, has two or more roles in the production. Like the reporter also work as a script writer and creative staff, as well as cameraman who also work as the editor. (3) The *Liputan Cilik* Program not only gives just mere entertainment for the audience, but they also have priority in high educational value. (4) At the pre-production stage, the crew find sources, conduct meetings every week, make an appointment with the sources, prepare the equipment for the reporting. Then they enter the production stage. (5) At the production stage, reporter and cameramen are in the reporting location. After that the reporter do the transcript and the time code, then create a script, take voice over, tapping presenter. In this stage, editor can start the capture editing. (6) The last stage is post-production stage. Most of the activities is editing. The cameraman and editor have important role at this stage. Editing starts with editing each segment, then mixing, each segment merging online and add OBB. After thar the producer will do QC, then transfer the results to mini DV format, and submit it to the QC program of DAAI TV. After the program aired, the reporter made a copy for the sources.

REFERENCES

- Afrillita, N. T. (2013). Analisis SWOT dalam Menentukan Strategi Pemasaran Sepeda Motor pada PT Samekarindo Indah di Samarinda. *eJournal Administrasi Bisnis*, 1 (1), 56-70. Retrieved December 18th 2014 from http://ejournal.adbisnis.fisip-unmul.ac.id/site/wp-content/uploads/2013/03/jurnal_lita.pdf.
- Daai TV. (2013). *Liputan Cilik*. Jakarta. Retrieved April 5th 2013 from <http://www.daaitv.com>
- Harahap, A. S. (2006). *Jurnalistik Televisi teknik memburu dan menulis berita*. Jakarta : PT Indeks kelompok Gramedia.

Krisyantono, R. (2012). *Teknik Praktis Riset Komunikasi*. Jakarta : Kencana.

Krisyantono, R. (2015). Contemporary Rhetoric Deconstruct Rhetorical Approaching Public Relation Research Development. *International Journal of Development Research Vol. 5, Issue, 06, pp. 4819-4825, June, 2015.*

Lamintang & Lamintang, F. T. J. (2013). *Pengantar Ilmu Broadcasting Dan Cinematography*. Jakarta: Penerbit In Media.

Rangkuti, F. (2009). *Analisis SWOT Teknik Membedah Kasus Bisnis*. Jakarta : PT Gramedia Pustaka Utama.

Wibowo, F. (2007). *Teknik Produksi Program Televisi*. Yogyakarta : Pinus Book Publisher.