

ABSTRACT

The research with entitled "The Analysis of Production Management Strategic Program-Release Event of Klinong-Klinong Campursari in PT. Yogyakarta Tugu Televisi (Jogja TV) " aims to determine how the stages that must be taken before a show the television program aired by Jogja TV, especially the entertainment program of Klinong Klinong Campursari. This research use a descriptive qualitative method, it's meaning that only describes a situation or event that occurs, clearly, detailed, and as according to existing fact without searching or testing hypothesis or make prediction. Object of research by the author chose is public relations, marketing managers, advertising staff, executive producer, producer, assistant producer, operator technique, camera person, audio person. Technically the data collection in this research was through the interview, observation, the documentation and the book study. In analyzing the data conducted by collecting data, selected the data, presenting the data, depicting conclusion, and verification. This research uses the validity with triangulation. Triangulation is audited technical of data authenticity exploiting something else outside that data for checking or as comparator data. Triangulation that was used was with the source. Was based on results of the research, the production of the agenda program of Klinong-Klinong Campursari was the supreme agenda program of Jogja TV that was the live entertainment agenda by serving art showed Campur Sari music. The players were Campur sari groups of the Main Point that came from Central Java and Yogyakarta. The mechanism of the production of the agenda program of Klinong-Klinong Campursari in accordance with Standard Operational Procedure (SOP) of broadcasting system from pre the production that was preparations with to the production and the evaluation. The production was carried out in the studio one of Jogja TV by using standard equipment of production of television program in studio and master control. The implementation of the production was carried out by people who were expert in his field. The production program of Klinong-Klinong Campursari is still faced with the constraints of human resources and infrastructure that support the production of the carrying out some production, to optimize the results to be achieved should always be an evaluation of the work, the one effort to improve the presentation of event production quality of Klinong-Klinong Campursari in the future.