

ABSTRACT

This research aims to understand the process of television producing program “Ruang Kita” which was used by TvOne to broadcast of national and international news. To answer the research question, this study has two main theories. There are management & broadcasting theory and production management framework. This study uses descriptive qualitative method that reveals things that happen in production based on the principles of production management. Data resources obtained from a primary and secondary data sources. Those data are collected through interview and documentation. The result of this study is the stage that used in the production of “Ruang Kita”. Production planning was done after a decision from a producer. In the organization structure, the coordination is done by all the authorized to crew for the production process. “Ruang Kita” producing news that has news value. In the pre-production, the producer play an important role to determinate the theme and also serve as creative staff. All communication done through Blackberry Messenger and Whatsapp. Personal supervision only done if mistakes considered fatal and evaluation is done once a month by program manager and the producer of all programs. Hambatan dalam memproduksi program “Ruang Kita” terletak pada susahnya teknis komunikasi, lokasi studio dengan kantor pusat, serta konten siaran. There are some obstacles that might occurred while produced “Rumah Kita”. Such as technical communication, the distance between the location of the .studio with the central office, and the content.