

ABSTRAK

Televisi merupakan salah satu media massa yang memberikan informasi, hiburan dan mendidik penikmatnya melalui tayangan-tayangan yang diproduksi. Program acara televisi banyak bermunculan diberbagai stasiun televisi, hal ini membuat tim produksi televisi harus *manage* terlebih dahulu melalui manajemen produksi acara televisi sehingga tayangan yang diproduksi menjadi lebih menarik sehingga informasi yang mendidik dan menghibur dapat diterima oleh penonton dengan baik sehingga tidak melanggar ketentuan-ketentuan televisi.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana manajemen produksi program acara Cianjuran di TVRI Jawa Barat. Dalam hal ini memperhatikan sebuah proses produksi melalui tahap-tahapnya yaitu praproduksi, produksi dan pascaproduksi program acara Cianjuran di TVRI Jawa Barat serta konsistensi TVRI Jawa Barat dalam memproduksi program acara Budaya Cianjuran dalam mempertahankan program tersebut ditengah persaingan program acara lainnya. Metode yang digunakan penulis ialah metode studi kasus dengan data kualitatif. Metode penelitian ini dilakukan melalui wawancara secara mendalam kepada beberapa *key informan* yang mempunyai andil dalam pelaksanaan penelitian ini, diantaranya produser, pengarah acara, seniman tembang Sunda dan penonton program acara "Cianjuran".

Berdasarkan hasil penelitian, bahwa produser dan tim produksi menerapkan manajemen produksi seperti pada tahap pra produksi mengawali kegiatan pertamanya dengan penemuan ide, menentukan *budgeting*, menentukan *telent*, menyusun kerabat kerja dan *set* Panggung. Pada tahap produksi yaitu menerapkan kegiatan yang telah dibuat pada tahap praproduksi dengan melaksanakan proses *shooting* hingga selesai dan melakukan tahap selanjutnya pasca produksi yaitu memindahkan kaset VTR terlebih dahulu, kemudian proses *editing* dengan menambahkan teks dan ilustrasi *audio* pada saat proses *editing* berlangsung. Konsistensi TVRI Jawa Barat dalam mempertahankan sebuah program budaya didukung oleh berbagai pihak yaitu pemerintah, seniman atau budayawan dan masyarakat Jawa Barat sehingga acara "Cianjuran" terus diproduksi hingga sekarang.

Kata Kunci : Manajemen Produksi Program Acara "Cianjuran" TVRI Jawa Barat

ABSTRACT

Television is one of the mass media that provide information, entertainment and educate the audience through broadcasts was produced. Television programs are emerging in various television stations, this makes the television production team must manage in advance by management of television production so that impressions produced becomes more attractive so that information which is educate and entertain can be received by the audience so well that it doesn't break provision of television.

The objective of this research was to determine how the production management of "Cianjuran" program in West Java TVRI. In this regard a production process through the phase that are preproduction, production and postproduction Cianjuran program in West Java TVRI and that consistency in producing "Cianjuran" Cultural program in defending that among the competition of other programs. The method used is a case study method with qualitative data. The research method was conducted through in-depth interviews to several key informants who have contributed to the implementation of this study, including the producer, the director, Sundanese artists and audience "Cianjuran" program.

Based on the results of the research, that producer and production team implementing production management as at the phase of pre-production of his first activities started with the invention of idea, determine bugeting and talent, relatives prepare the work and sets the stage. In the production phase, namely implementing the activities that have made in the preproduction phase by carrying out the process of shooting until finish and do the next phase of the post-production that is moving VTR tape first, and then going to editing process by adding text and illustrations that audio when during that process takes place. West Java TVRI consistency in maintaining a cultural program which has been supporting by various parties, namely the government, artists or cultural observer and people of West Java that make the "Cianjuran" program continue to produced until now.

Keywords: Production Management "Cianjuran" Program, West Java TVRI