

ABSTRAK

Seputar iNews Yogyakarta (SIY) merupakan program berita daerah televisi lokal yang diproduksi oleh tim kru produksi iNews TV Magelang - Biro MNC Media Jogja, dan disiarkan pada saluran RCTI jaringan lokal Yogyakarta. Sejak tahun 2014 pertama kali mengudara, hingga kini telah bertahan selama delapan tahun, tayangan program Seputar iNews Yogyakarta mampu mempertahankan eksistensinya dibuktikan dengan adanya *rating share* yang sempat menunjukkan SIY berada di peringkat pertama. Meski begitu, di balik pencapaiannya dan sebagai televisi lokal tidak semudah yang dibayangkan, perlu adanya alur tahap proses produksi dengan manajemen produksi yang baik dan benar. Selain itu, peneliti memperhatikan kemungkinan besar adanya kendala yang dihadapi, mulai dari faktor internal seperti kru produksi dan peralatan serta sarana prasarana yang terbatas bahkan tidak memiliki tempat produksi sendiri yang layak dan memadai tentu menjadi hambatan memajukan Biro MNC Media Jogja. Tidak hanya itu, selama ini tantangan perkembangan zaman dengan kemajuan teknologi yang kini memasuki era digitalisasi televisi, dapat turut menjadi ancaman keberlangsungan hidup TV lokal khususnya bagi biro ini.

Penelitian ini bertujuan untuk menguak manajemen produksi berita televisi lokal SIY yang diproduksi oleh Biro MNC Media di Yogyakarta serta mengidentifikasi pengelolaan terhadap keempat aspek manajemen produksi media sekaligus menganalisis strategi untuk bertahan dan mempertahankan eksistensinya terhadap gempuran era digitalisasi. Metode penelitian yang digunakan adalah studi kasus deskriptif dengan teknik pengumpulan data primer berupa wawancara semiterstruktur terhadap tujuh kru produksi dan observasi nonpartisipan saat proses produksi. Kemudian analisis data peneliti lakukan dengan analisis data kualitatif Miles & Huberman yang peneliti elaborasikan dengan konsep manajemen produksi program acara berita televisi, empat aspek serta fungsi manajemen produksi media (POAC), dan tambahan analisis SWOT.

Hasil penelitian menunjukkan bahwa Biro MNC Jogja memproduksi program berita daerah SIY melalui tiga tahapan produksi (pra-produksi, produksi, dan pasca-produksi) yang cair dan sarat akan manifestasi strategi manajemen secara bertahap sederhana dan terstruktur menyeluruh. Peneliti juga meninjau pengelolaan terhadap empat aspek manajemen produksi media yang perlu diperhatikan dan diperbaiki, seperti terdapat kru bekerja secara multiperan dan kurangnya dukungan peralatan, sarana prasarana, dan studio produksi. Kekuatan SIY diantaranya terletak pada *brand* induk serta *up to date* memberikan sajian berita lengkap tiga jenis yang kuat unsur lokalitas namun tetap memberi porsi informasi daerah lainnya. Meski Biro MNC Jogja berada dalam *tipe grade C*, untuk mempertahankan eksistensinya tim kru produksi terus berupaya menjaga kondusivitas dalam setiap proses produksi serta memanfaatkan media sosial sebagai sarana publikasi dan segera mempersiapkan diri menyambut era digitalisasi.

Kata Kunci:

Manajemen Produksi, Televisi Jaringan Lokal, Seputar iNews Yogyakarta, iNews TV Magelang
Biro MNC Media Yogyakarta, Studi Kasus.

ABSTRACT

Seputar iNews Yogyakarta (SIY) is a local television regional news program produced by the production crew of iNews TV Magelang – Biro MNC Media Jogja, and broadcast on the Yogyakarta local network RCTI channel. Since 2014 when it first aired, until now it has lasted for eight years, the Seputar iNews Yogyakarta program has been able to maintain its existence as evidenced by the rating share which once showed SIY was in first place. Even so, behind its achievements and as a local television, it is not as easy as imagined, it is necessary to have a flow of stages of the production process with good and correct production management. In addition, researchers pay attention to the possibility that there are obstacles to be faced, ranging from internal factors such as production crews and limited equipment and infrastructure and even not having their own proper and adequate production site which is certainly an obstacle to advancing the Biro MNC Media Jogja. Not only that, so far the challenges of the times with technological advances that are now entering the era of television digitalization, can also be a threat to the survival of local TV, especially for this bureau.

This study aims to uncover the management of SIY local television news production produced by the MNC Media Bureau in Yogyakarta and identify the management of the four aspects of media production management as well as analyze strategies to survive and maintain its existence against the onslaught of the digitalization era. The research method used is a descriptive case study with primary data collection techniques in the form of semi-structured interviews with seven production crews and non-participant observations during the production process. Then the researchers analyzed the data using Miles & Huberman qualitative data analysis, which the researchers elaborated on the concept of television news program production management, four aspects and functions of media production management (POAC), and additional SWOT analysis.

The results showed that the Biro MNC Jogja produced the SIY regional news program through three stages of production (pre-production, production, and post-production) which were fluid and full of management strategy manifestations in a simple and comprehensive manner. Researchers also review the management of four aspects of media production management that need attention and improvement, such as the presence of crews working in multiple roles and the lack of support for equipment, infrastructure, and production studios. SIY's strength lies in the parent brand and is up to date providing a complete news presentation of three types with strong locality elements but still providing a portion of other regional information. Even though the Biro MNC Jogja is in grade C type, to maintain its existence the production crew team continues to strive to maintain conduciveness in every production process and use social media as a means of publication and immediately prepare for the digitalization era.

Keywords:

Production Management, Local Network Television, Seputar iNews Yogyakarta, iNews TV Magelang - Biro MNC Media Yogyakarta, Case Study