

ABSTRACT

The drama genre dominates the Indonesian soap opera industry; most of them show current love tales, social issues, and everyday life reflections. Through episodes like *Game of Thrones* and *The Lord of the Rings*, Western television has established the introduction of historically themed, medieval-era programs. Colossal genre soap operas in Indonesia exhibit this, however their golden age was short-lived. In 2019, MNC Pictures' *Kembalinya Raden Kian Santang 2019* stood as the sole colossal soap opera in the market. This research seeks to understand how the production management of *Kembalinya Raden Kian Santang 2019* was executed, focusing on the strategies that made it distinctive within the Indonesian television landscape. Using a qualitative case study approach, the study examines in-depth interviews with the producer, director, and head scriptwriter, alongside analyses of episodes and scripts. The findings reveal that the soap opera's distinctiveness stems from rigorous historical research, cultural storytelling, and innovative production techniques, including advanced choreography, CGI, and authentic set designs. The production team's persistent dedication to accuracy, authenticity, and collaboration overcame notable constraints pertaining to funding and tight production schedules, turning them into opportunities for creativity. From pre-production planning to post production refinement, this commitment produced a high-quality soap opera that effectively blended traditional Indonesian cultural elements with contemporary storytelling techniques, bridging historical narratives with modern entertainment while entertaining and educating audiences.

Keywords: Colossal Soap Opera, Television, Production Management, Distinctiveness, Indonesian Culture