

ABSTRAKSI

Penelitian ini dilakukan guna menelaah manajemen (pengelolaan) produksi suatu program jurnalisme televisi menjelang Pemilu Serentak 2019. Sebagai subjek, dipilihlah program “Aiman” yang merupakan salah satu program andalan Kompas TV. Seperti yang diketahui bahwa program Aiman di bawah visi “Independen, Terpercaya” setia menawarkan suatu konsep peliputan semi investigasi yang kritis dan mendalam terhadap isu-isu sosial-politik terkini. Penelitian ini pun ditujukan menggunakan metode studi kasus deskriptif dengan mengandalkan sumber data utama berupa wawancara mendalam yang melibatkan anggota tim produksi Aiman. Dan dalam memetakan objek temuan dipakailah konsep manajemen POAC (planning, organizing, actuating, dan controlling) dengan bantuan konsep 11 Steps of Investigative Reporting untuk menggambarkan pola produksi program secara rinci. Melalui Analisis yang dilakukan, didapat temuan bahwa program Aiman dalam tayangannya menjelang Pemilu memiliki pola produksi yang ketat dan sistematis. Kebijakan yang ada dalam produksinya pun diproyeksikan untuk memenuhinya terciptanya fungsi edukasi politik publik di samping segala keterbatasan yang ada. Walaupun pada akhirnya terdapat beberapa aspek penting yang mesti ditinggalkan demi terpenuhinya tuntutan siar.

Kata Kunci: *Manajemen Produksi, Jurnalisme Televisi, Investigasi, Pemilu, Aiman.*

ABSTRACT

This research was conducted to examine the production management of a television journalism program ahead of the 2019 Simultaneous Elections. As a subject, the "Aiman" program was chosen as one of Kompas TV's mainstay programs. As is known that the Aiman program under the vision of "Independent, Trusted" faithfully offers a semi investigation concept of critical and in-depth coverage on current socio-political issues. This research was also intended to use a descriptive case study method by relying on the main data source in the form of in-depth interviews involving members of the Aiman production team. And in mapping the object of discovery, the POAC management concept (planning, organizing, actuating, and controlling) was used with the help of the 11 Steps of Investigative Reporting concept to describe the production patterns of the program in detail. Through the analysis conducted, it was found that the Aiman program had a strict and systematic production pattern ahead of the election. The policies in its production were projected to fulfill the public political education function besides all of its limitations. Although in the end there are some several important aspects left behind in order to achieve its broadcast demands.

Keywords: *Production Management, Television Journalism, Investigation, Election, Aiman.*