



INTISARI

Produser dan program televisi adalah suatu hal yang tidak bisa dipisahkan. Peran dari produser dalam proses produksi program televisi merupakan bagian paling penting untuk terus menyiarkan program televisi secara berkelanjutan. Begitu juga dengan produser program televisi Jogja Direktori dan proses produksinya yang saling berkaitan. Tugas akhir ini berjudul “Peran dari Produser Televisi Jogja Direktori dan Proses Produksinya di Jogja TV”, dengan rumusan masalah bagaimana peran produser dalam proses produksi program televisi secara umum dan peran produser dalam proses produksi Jogja Direktori. Tujuan tugas akhir ini adalah untuk mengetahui peran penting produser Jogja Direktori dalam proses produksinya dan juga membahas secara singkat peran produser dalam proses produksi program televisi secara umum.

Dalam penelitian tugas akhir ini menggunakan metode studi kasus dengan observasi selama magang didukung interview langsung, email interview dan rujukan dari kepustakaan. Sumber data yang digunakan adalah data primer seperti file dari Jogja TV dan produser Jogja Direktori. Data sekunder dari buku-buku, jurnal serta situs internet valid dan terpercaya.

Berdasarkan data-data tersebut diperoleh kesimpulan bahwa peran produser sangat penting dalam proses produksi Jogja Direktori yang terdiri dari tiga tahap yaitu pra produksi, produksi, dan pasca produksi. Peran produser meliputi menyiapkan persiapan, membantu dan mengawasi jalannya proses produksi, serta banyak peran-peran lainnya. Sementara berdasarkan buku *Producing For TV and Video: A Real-World Approach* pada proses produksi program televisi secara umum terdiri dari lima tahapan yaitu the idea (project development), the plan (pre-production), the shoot (production), the final product (post-production), dan next steps (wrap-up and distribution). Secara harfiah peran produser televisi berbeda sesuai program acaranya dan proses produksi terdiri dari tiga tahap utama: pra produksi, produksi, dan pasca produksi.

Kata kunci: produser, Jogja Direktori, proses produksi

ABSTRACT

Producer and television program are something that can't be separated. Role of producer in production process of television program is the most important part to keep broadcasting television program continuously. So with television producer of Jogja Direktori program and its production process that link to each other. The topic of this graduating paper "The Role of Television Producer of Jogja Direktori and Its Production Process in Jogja TV", with research questions how role of producer in production process of television program in general and the role of producer in production process of Jogja Direktori. The objective of this graduating paper is to know the important role of Jogja Direktori's producer in its production process and also briefly explains about role of producer in production process of television program in general.

In the research of this graduating paper used the method of case study with observation during the internship supported by direct interview, email interview, and references from literature. The source data used is primary data such as, files from Jogja TV and producer of Jogja Direktori. The secondary data is from books, journals, and also the websites that are valid and reliable.

The conclusion based on the data gained that the role of producer is very important in production process of Jogja Direktori consists of three stages such as, pre-production, production, and post-production. The role of producer covers prepare the preparation, assistances and supervises the production process, also other many roles. On the other hand, based on the book *Producing For TV and Video: A Real-World Approach*, production process of television program in general consists of five stages such as, the idea (project development), the plan (pre-production), the shoot (production), the final product (post-production), and next steps (wrap-up and distribution). Literally, role of television producer is different depend on its program show and production process consists of three main stages: pre-production, production, and post-production.

Key words: producer, Jogja Direktori, production process