

Tugas akhir ini bertujuan untuk menjelaskan peran departemen akuisisi program Kompas TV serta menjabarkan pekerjaan masing-masing bagian dan prosedur kerja dalam departemen akuisisi program. Struktur tingkatan dan uraian tugas para pegawai departemen program akuisi juga dijelaskan di dalam tugas akhir ini.

Penjelasan tentang pentingnya dan masalah yang ada di departemen program akuisisi di sini. Selain itu, tugas akhir ini juga diharapkan memberi kontribusi kepada para mahasiswa khususnya jurusan bahasa Inggris Sekolah Vokasi Universitas Gadjah Mada, untuk menyediakan tambahan informasi mengenai departemen program akuisisi Kompas TV juga menjelaskan pengalaman magang sebagai pembuat synopsis di departemen program akuisisi Kompas TV. Metode pengumpulan data dilakukan dengan observasi langsung yaitu dengan melakukan magang di Kompas TV selama tiga bulan. Wawancara dengan pegawai juga dilakukan untuk menghimpun informasi mengenai departemen program akuisisi. Studi kepustakaan dilakukan dengan menggunakan berbagai referensi seperti buku elektronik, jurnal, artikel situs web, dan presentasi mengenai televisi dan media penyiaran yang bersangkutan dengan tugas akhir ini.

Berdasarkan observasi langsung dan wawancara, departemen program akuisisi merupakan departemen penting di Kompas TV. Departemen program akuisisi mempertimbangkan banyak hal sebelum memperoleh hak siar karena program yang akan disiarkan haruslah sesuai dengan sasaran penonton dan cocok untuk penonton Indonesia. Umumnya masalah yang sering terjadi pada departemen program akuisisi adalah ketika negosiasi. Departemen program akuisisi memegang peran genting di Kompas TV karena semua yang bersangkutan dengan membeli atau memperoleh hak siar program dan konten bergantung pada departemen akuisi.

Kata kunci : Media, Penyiaran, Televisi, Programming, Kompas TV, Akuisisi, Program Akuisisi.

ABSTRACT

This Graduating Paper aims to explain the roles of program acquisition department of Kompas TV and outlines the work of each section also working procedures in the program acquisition department of Kompas TV. The structure and job description of employee are also included in this Graduating Paper.

Explanation of the importance and obstacles of program acquisition department of Kompas TV is also described herein. Furthermore, this paper is expected to give contribution to the students, especially students of English Program Sekolah Vokasi Universitas Gadjah Mada, in providing additional information about program acquisition department of Kompas TV also tells about internship experience as synopsis maker at program acquisition department of Kompas TV. The method of data collection was done by field study, direct observation, interview, and library study. Field study contains a direct observation by taking an internship in Kompas TV for three-month to figure out the roles of program acquisition department of Kompas TV. Interviews with program acquisition employees were done to obtain the data and information about program acquisition department of Kompas TV. Library study is conducted and use some references such as electronic book, journal, website article, and presentation about television and broadcasting media that is related to this Graduating Paper.

Based on direct observation and interviews, program acquisition department of Kompas TV is the department that is important in Kompas TV. Program acquisition department of Kompas TV considers many things before acquiring the rights to air the programs because the programs must be suited for the target audience and relevant for Indonesian viewers. The obstacles that occurred in program acquisition department of Kompas TV is the negotiation in general. Program acquisition department of Kompas TV plays crucial roles in Kompas TV because all of the activity related to buying or acquiring programs and contents depends on program acquisition department.

Keywords : Media, Broadcasting, Television, Programming, Kompas TV, Acquisition, Program Acquisition.