

## **ABSTRACT**

*This study aims to analyze the strategic management of news programs on Public Broadcasting TVRI, which then called LPP TVRI. The study focuses on the strategic management of LPP TVRI in Indonesia Malam news program. The strategy which used to support this study is strategic in terms of program management aspects by Peter Pringle; Planning, Production, Execution, and Monitoring and Evaluation.*

*Data collection techniques by researchers is to conduct interviews with sources who are important and well-informed about the strategic management of the Indonesia Malam news program. The paradigm which used in this study is constructivism. The method which used is qualitative.*

*The results of research and analysis showed that the LPP TVRI already running a strategic management in Indonesia Malam news program. In the planning of Indonesia Malam, LPP TVRI already doing the scheduling stage, the determination of the target audience, setting financial goals, program objectives, and the differentiation program. In the process of program production, LPP TVRI performed the steps like an editorial meeting and news production. In Indonesia Malam execution, LPP TVRI using a strategy of views 'Counter Pogramming'. In the process of monitoring and evaluation of the program, conducted by field staff involved KPI and community.*

*The conclusion of this research, strategic management has been implemented by LPP TVRI to Indonesia Malam news programs, but there are still many shortcomings such as lack of funds and poor management, so that the results is not worthy.*

**Keywords:** *Strategy Management, Mass Media, Public Broadcasting, TVRI, Program News*