

ABSTRACT

Erlina, Elita. 2016. Production Management In Feature Television About Designing Environmentally Friendly Products in Bandung. The Final Project. Visual Communications Design Studies Program. Creative Industries Faculty of the Telkom University.

Indonesia a fair amount of had a good product and services of superior quality is not inferior to foreign products. Domestic products will not be developed in its own area, if the people do not support the low interest in buying the products of SMEs. In addition, industrial waste continues to be the study of environmental experts. On the issue of the necessary contribution to a product that can have a positive impact on the environment, in Indonesia itself is still less manufacturers producing environmentally friendly products. So the authors are interested in the topic "using and producing environmentally friendly products" in the television media program Interpretative Feature manifold that uses data collection methods, namely, literature study, observation and interviews. Through some research, the authors analyzed the data using the method of qualitative analysis and case studies. In the design, it is expected that the target audience Teenagers can be inspired and motivated to use and produce environmentally friendly products. The author served as Production Manager should be able to arrange the production schedule, set the production budgets, track the progress of production to revise production.

Keyword: Environmentally friendly products, Feature, Television, Production Management