

THE STRATEGY OF TELEVISION PROGRAM “HITAM PUTIH” TO MAINTAIN ITS EXISTENCE IN TRANS7 TELEVISION STATION

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ABSTRACT

Various television stations in Indonesia are strictly competing to present programs which can attract audiences. Hitam Putih is one of the talkshow program that airs by TRANS7. Hitam Putih as a talkshow can maintain itself for more than 8 years with the amount of share and rating decreasing each year. The high competitions in the broadcasting industry is making Hitam Putih must has strategies to gain the amount of audiences. The purpose of this research is to discuss the strategies of Hitam Putih as a program in maintaining its existence in TRANS7.

The method uses in this research is instrumental case study which examines qualitatively by providing in-depth understanding or re-explaining a case that is different from other case studies that have been examined. The primary data collection techniques are observation and interview with key informants such as producer, creative team, as well as production assistant and field observations also supported by a number of data obtained through the internet, social media and from company.

Based on this research, to maintain its existence Hitam Putih applies program strategies such as program planning, production, execution also supervision and evaluation. With those strategies, Hitam Putih can maintain its existence as a talkshow program. Besides the program strategies, a number of things regarding the strategy, especially the promotion of the program, should be further strengthened by Hitam Putih such as making a fanpage on Facebook or city tour or campus tour so that the audiences are more interested to watch Hitam Putih.

Keywords: Program strategy, television, “Hitam Putih” Trans7, Existence