

ABSTRACT

The development of technology in the field of communication and information in the era of globalization has been very influential on human life and information is an important need in human life. Television stations are one of the media used to obtain information. The talkshow program that provides information and an inspirational Talk Show is the Everlasting Young program on Metro TV. The Everlasting Young program is a Talk Show program that presents an inspirational story from people in their 60s who are still productive. having a creative idea is the demand of every television station in getting a large audience. this research is titled "creative strategy in Everlasting Young Program on Metro TV". This study aims to find out the creative strategies used by the Everlasting Young production team. the method used in this study is descriptive qualitative, where the reseacher conducted an interview with the informant namely the producer and creative team of the everlasting young program. the theory used in this study is the creative theory of Wallas (preparation, incubation, illumination, and verification). the conclusion in this study is there are five creative strategies for the Everlasting Young program that is target audience, interviewees, lead in program, and gimmick.

Keyword : Television Station, Talkshow, Creative Strategy