

## ABSTRACT

*Currently television in Indonesia competes in improving quality programs, so that it can attract the attention and interest of viewers to watch. PT. CIPTA MEGASWARA TELEVISI (Kompas TV) has a wide range, so that it can be enjoyed by almost the entire population of Indonesia. As a television station that puts forward the content of news, information and entertainment, Kompas TV is expected to be a social control by improving programs that are of high quality and can attract and provide high value to viewers. Particularly for Sapa Tahun Baru 2019 program, the theme, technique and concept of the program will be important points for Sapa Tahun Baru 2019 program.*

*The problem that was raised was interesting because it wanted to know how the program director's strategy was in packing the 2019 New Year Sapa program in Kompas TV Jakarta. The location of the study was conducted at Kompas TV Jakarta which is located at Jl. Palmerah Selatan No. 1 West Jakarta 10270, Indonesia.*

*The method used is a qualitative method of phenomenology approach. This study uses a system by collecting data through observation, interviews, and documentation. Data analysis techniques with qualitative descriptive methods. Data is presented in the form of questions or sentences to explain the substance of the problem so that a clear picture of the program director strategy is obtained in packing Sapa Tahun Baru 2019 program in Kompas TV Jakarta.*

*Based on the collected data and continued with the analysis of the researcher, it can be concluded that each production process will take place pre-production stage and this research describes the pre-production stage of Sapa Tahun Baru 2019 Kompas TV Jakarta, and at the time of production the Program director has three roles, namely: the program director who has a Presentational Role where the implementation is limited to audio visual techniques. The program director also has a Selective Role where the program director leads the working relatives on duty, the program director also has an Organizational Role in which the program director expresses ideas in the concept of production but not too deeply only to the technical presentation.*

**Keywords:** *Program Director, Strategy, Production*

