

Abstract

Creative ideas are very important in making television programs. With the existence of creative ideas, television programs become clearer the aims and objectives of the program. Creative ideas in the Opera Van Java program make this program the number one comedy program that is known by the people of Indonesia. This research was conducted to study the process of making creative ideas in the Opera Van Java program in Trans 7. The research method used in this research is a qualitative research method with explorative case studies. This study uses direct interview techniques, observation and documentation in data collection. The results of this study are the process of making creative ideas in the Opera Van Java program with some discussion of preparation (looking for references to determine themes), incubation (solving themes into creative ideas), and illumination (ways and efforts in creating ideas to become a script)

Keywords: creative ideas, script program