

ABSTRACT

In Indonesia, along with the times the rapid development of technology creates a diversity of media to disseminate and broadcast information and entertainment for the public. One of the media that can broadcast information and entertainment is television. In television media, there are various kinds of television stations, one of which is PT. Cakrawala Andalas Televisi or commonly known as ANTV. Various programs have been created on the ANTV television station, one of which is the news program. This news program is unique because at the beginning of its broadcast on March 1, 1993, ANTV's news program is still a medium for broadcasting factual news. This study examines the application of communication strategies in the broadcast coordination process in the news program at PT. Cakrawala Andalas Television. The communication strategy was examined using Rogers' communication strategy theory. This study uses qualitative research methods and data collection is done by collecting data through interview techniques with informants. The results showed that the communication strategy theory was implemented at the time of the delivery of coordination of broadcasting news programs on ANTV.

Keywords: Communication Strategy, Organizational Communication