

## ABSTRACT

Various of television stations are competing to present programs that are expected to attract the attention of their audience, especially in the midst of the increasingly fierce competition in the television industry. Each television station competes to present the best through a variety of production programs. TVONE as a private television station that presents a talk show program titled "LET'S HEALTHY LIFE" This program presents all information relating to health.

By using a case study research method that is studied qualitatively, primary data collection techniques are observation and in-depth interviews with key informants such as producers, reporters, editing production programs concerned, this research aims to conduct an analysis of the production process of the program.

The results showed that this program has a variety of strategies ranging from selective selection of ideas, rundown patterns, scripts, production concepts applied in the field to the editing concepts used so that the audience is interested in the content presented. Besides that, placing the right time and time of broadcast is also one of the strategies so that this program is increasingly known and gained interest from the wider community.

**Keyword :** *production strategy, television program, analysis*