

## **ABSTRACT**

Television as a form electronic mass media presence is taken into account and have a position that is essential for human life now as an audio-visual form. Each event is presented has a big hand in conveying ideas, vision and mission so that television producers are proven to affect public. Event opinions presented on television should be beneficial and may be of interest to viewers, then how the production process to be done and in what way that event presented can be useful and provide a positive thing for the audience.

Sarah Sechan event show is an event that is both inspiring and entertaining for the crowds. With so many similar programs at this time, Sarah Sechan Show became his own appeal for many people because of the positive value is taken from the event and keep the elements lie, which is still frequently encountered in programs similar events in the homeland television station. Through the process of this event is pre-production stage, namely the search for idea or research, concept maturation. In the production process of shooting in indoor or studio with the resource persons. The editing and post production there is also a form of evaluation that is worth assessing how the event for airing.

This study uses descriptive qualitative research that aims to understand the phenomenon of what is experienced by the subject and the research outlined in this thesis. And finally, researchers can find a wide variety of production processes that Sarah Sechan programs in each of these stages has a very strong linkage to create a nice and interesting program and worth watching for the viewers.

***Keywords : Television, Program of Events, Production, qualitative***