ABSTRACT

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The acquisition of rating and share figures indicator to date determines the success of a television station in Indonesia, especially commercial television that requires rating and shares to attract advertisers. Therefore, every television station is trying to get a lot of audiences to increase rating and share numbers by doing various strategies to achieve it. Such as ANTV to get a good rating and share on Bawang Putih Berkulit Merah series conducted by the Programming Division along with its part Quantitative Research Programming in charge of the new focus group discussion (FGD) program as a first step in predicting the program when serving, analyzing, and evaluating the program to determine the success of the program and influence the position of television stations among competitors.