

ABSTRACT

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Title : The Producer's Strategy in “Menembus Mata Bathin”
Program on ANTV (Commodification Theory Approach)

This study aims to determine the Producer Strategy in Presenting “Menembus Mata Bathin” in ANTV with the commodification theory approach. The type of research used is qualitative with in-depth interviews with key informants of both producers Penetrating the Eyes of the Heart, Creative Supervisor informants Penetrating the Eyes of the Heart and Informants Practitioners of Television. The results of this study conclude that there is a producer strategy in presenting a mystical reality show drama program of course different from the previous mystical program. By presenting the figure of indigo child Roy Kiyoshi, this mystical program is able to give a new nuance to mystical shows in Indonesia and also attract the attention of the audience. In this case, the producer makes the figure of an indo child a commodity value in this mystical program for the success of a program.

Key words : *Menembus Mata Bathin, Producer Strategy, ANTV*