

ABSTRACT

Title : *Coorientation in Organization on the Ini Talkshow Program Production Team NET.*

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Study Program : *Broadcasting*

Co-orientation in organizations is the idea that two people pay attention to the same object such as a topic, content, attention, situation, ideas, goals, groups and so on. When the results are achieved, a positive coorientation can be achieved and they become a team. Television is a creative industry where there is a production team that have a big role in creating creative products. The television production team is a working group that is unique from other organizational working groups. This research focuses on the co-orientation process in the organization found in Ini Talkshow program production team on NET. Considering to working hours on an uncertain world of television with all its demands, positive co-orientation and the right work culture are needed so that each employee can communicate effectively and efficiently and be happy. This study uses a qualitative approach with a case study method and uses the theory of Co-orientation theory from Taylor. Data collection is done through in-depth interviews and documentation. The results showed that, there was a good co-orientation in the Ini Talkshow program production team. Because the activities that have been established in the Ini Talkshow program's production team has generated a sense of confidence, very high togetherness, and can be said the production team of Ini Talkshow program have high productivity.

Key words : *Coorientation Organization, Work Culture, Production Team, Ini Talkshow Program NET. .*