

## ***ABSTRACT***

*Title* : *CREATIVE TEAM STRATEGY IN MAKING HOTMAN  
PARIS SHOW PROGRAMS IN INEWS TV*

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*This study examines the Creative Team Strategy in Packaging the Paris Hotman Program on iNews TV. This study uses a theoretical approach from Morrisson about strategy and also by conducting field observations, online site observations and also in-depth interviews with key informants and informants. The results of this study indicate that the strategy that has been carried out by the creative team in making the Hotman Paris Show program is to retain the host, bring in beautiful, sex and viral informants, determine the airtime and also create varied content so it is not boring*

*Keyword* : *Strategy, Creative Team, Program, Hotman Paris Show, iNews  
TV*