

ABSTRACT

Title : Producer Strategy in the "New Home Renovation" Program on GTV in Maintaining Existence

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Study Program : Broadcasting

This study aims to find out how the New House Renovation Program Producer Strategy in Maintaining Existence. The new house renovation program is a reality show program that dissects uninhabitable homes in each episode. As we know that the producer strategy is very important for the success of a program. This research uses qualitative methodology with a case study approach. The case study research design used is to use type 2 where the case is single and the unit of analysis is multi-analysis. In collecting data, the author uses three research techniques, namely: 1. Interviews 2. Documentation 3. Observation. The resource persons in this study are the producer who is the key informant and the creative team who is the informant. From the results of the analysis, the producer of the new home surgery which was the object of this study had a fairly good strategy in packaging the new home surgery program. The producer has succeeded in making this new home surgery program continue to exist today.

Key words : Strategy, Producer, Reality Show, new home surgery, GTV