

ABSTRAK

Penelitian ini berjudul “Proses Produksi Program Acara Selamat Sore di Radio 104.2 MSTRI FM”. Tujuan dari penelitian ini adalah ingin mengetahui Proses Produksi Program Acara Selamat Sore di Radio 104.2 MSTRI FM. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data berupa wawancara mendalam dan observasi terhadap informan dan key informan yang berkaitan dengan program Selamat Sore di Radio 104.2 MSTRI FM. Dalam penelitian ini, peneliti berusaha meneliti program Selamat Sore dengan memaparkan proses pra produksi, produksi serta pasca produksi.

Kata Kunci : Radio, proses produksi, program acara.

ABSTRACT

This research is entitled "Production Process of Good Afternoon Program Program on Radio 104.2 MSTRI FM". The purpose of this research is to know the Production Process of the Good Afternoon Program Program on Radio 104.2 MSTRI FM. This research uses qualitative research methods with a descriptive approach. Data collection techniques in the form of in-depth interviews and observations of informants and key informants related to the Selamat Sore program on Radio 104.2 MSTRI FM. In this study, researchers attempted to examine the Selamat Sore program by describing the pre-production, production and post-production processes.

Keywords : *Radio, production process, program.*