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ABSTRACT

Name : Shinta Sharlindra

Department : Communication

Title : The Production Management of ‘Laptop Si Unyil’ Program on Trans7

Television emerges as media which are able to provide three dimensions of learning which are very effective to assist the improvement of students’ knowledge. In this case, a good production management in producing a program is highly needed for a production team to produce an interesting program for audiences based on the existing values and norms. The ‘laptop si unyil’ program is a program packaged with a different format which can be accessed by children and parents. The management of production done in the ‘Laptop si Unyil’ program on Trans7 cannot be separated from the effort to conduct a good production process with a good teamwork. The objective of the research is to know The Production Management of ‘Laptop Si Unyil’ Program on Trans7 focusing on pre-production, production and post-production process. The researcher uses descriptive-qualitative method. Data is collected from interview, observation and documentation. This research finds that there are three indicators,; (1) pre-production, the producer of the program collects idea and then it is discussed in the editorial meeting in certain period of time. (2) production, an activity to implement and develop the program in visual form through shooting process. The crews are consisting of reporters, camera person and director take a picture from each scene written in the list. (3) Post-production, some activities are done such as storing image and shooting result, editing process, dubbing, mixing and evaluation.

Keywords : Management, Production, Program