

SKRIPSI
SKEMA MAGANG (*INTERNSHIP*)

**SUPPORTING ENGAGEMENT AND VIEWERSHIP
THROUGH THE ANALYSIS OF RBTV'S
TALKCATION TV TALK SHOW PROGRAM USING
CREATIVE STRATEGIES**



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**BACHELOR OF COMMUNICATION SCIENCE
FACULTY OF ECONOMIC AND SOCIAL
UNIVERSITY OF AMIKOM YOGYAKARTA**

2024

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Universitas Amikom Yogyakarta



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MOTTO

Paalam sating huling sayaw

May dulo pala ang langit

Kaya't sabay tayong bibitaw

Sa ating huling sayaw

Di namalayan na malalim na ang gabi

Pero ayoko sanang mag madali

Kay tamis, kay sarap

Ngunit ito na ang huli

Kailangan na yata nating umuwi

Huling Sayaw A Song By Kamikazee

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Yogyakarta, 14, Januari, 2024

Yang Memberikan Pernyataan



Ryan Danilo Rada

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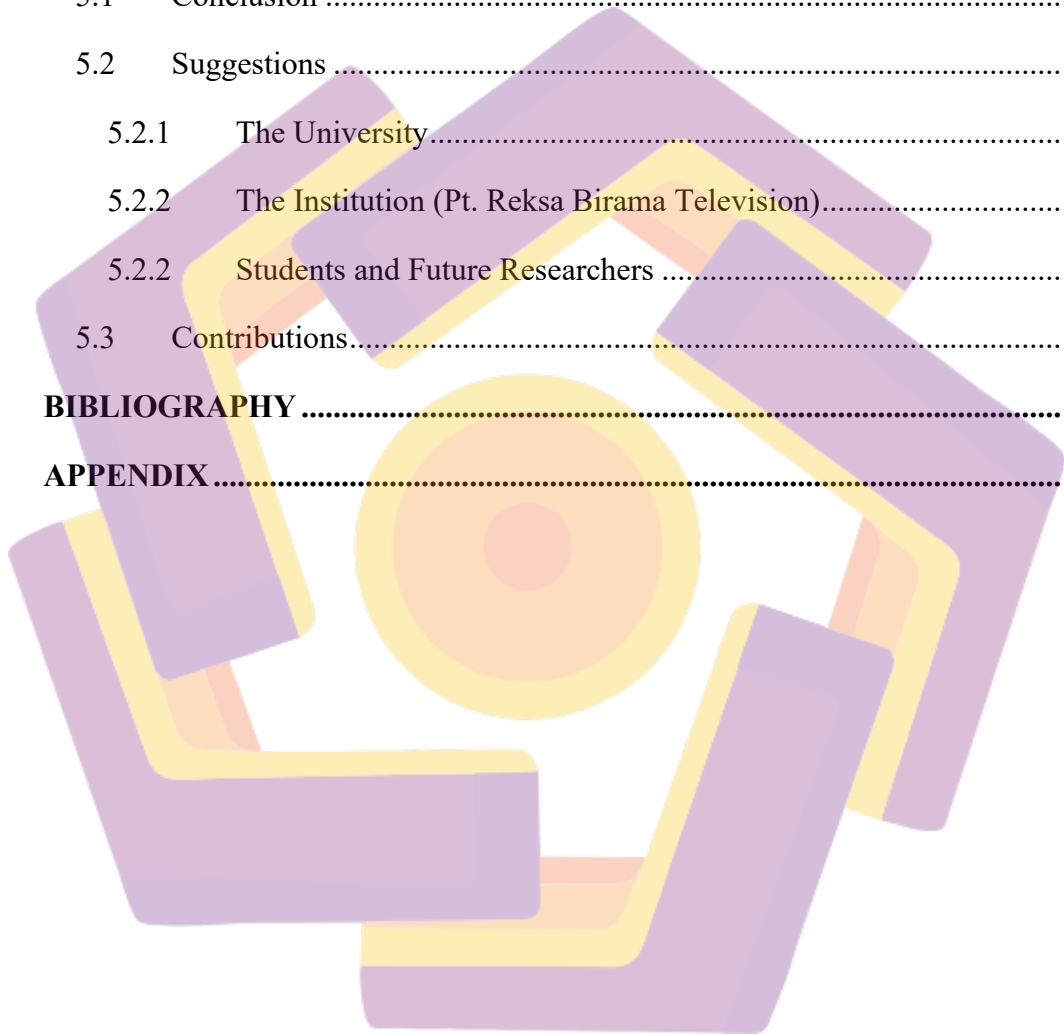


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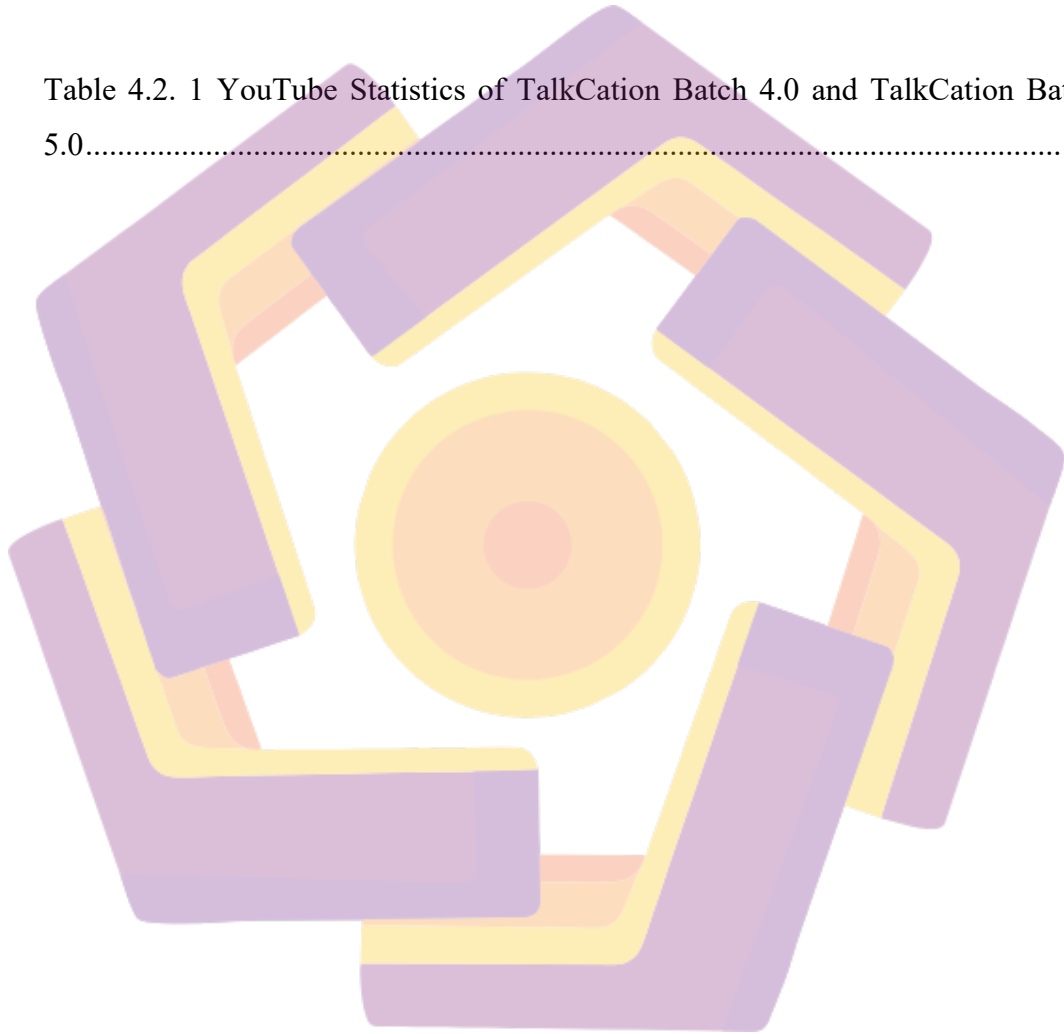
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ABSTRAK

TalkCation secara keseluruhan adalah program talk show yang disiarkan oleh RBTv namun diproduksi oleh para mahasiswa jurusan Ilmu Komunikasi dari Universitas Amikom Yogyakarta. Selain itu, dengan setiap kelompok mahasiswa yang menangani TalkCation, implementasi kreatif baru dibuat dan dipelopori untuk membuat acara talk show tetap segar bagi penonton. Implementasi kreatif adalah kemampuan untuk menerapkan ide-ide baru dan segar untuk setiap produk akhir. Namun, dengan setiap kelompok TalkCation, tidak ada barometer konsisten untuk implementasi kreatif, dan bagaimana seharusnya ditangani. Oleh karena itu, penelitian ini berfokus pada implementasi kreatif dan hasil implikasi praktisnya. Penelitian ini menggunakan tujuh prinsip program Abdussalam dan Wahyudi, untuk menilai apakah implementasi kreatif yang dilakukan oleh TalkCation Batch 5.0 terbukti mendukung keterlibatan dan jumlah penonton. Penelitian ini menggunakan desain kualitatif deskriptif, dengan studi kasus sebagai penelitiannya. Selain itu, penelitian ini menggunakan metode sampling berstrata, dengan peserta utama penelitian terdiri dari anggota dalam Production House Cipta Karya Media yang dikelompokkan berdasarkan departemen masing-masing. Hasil penelitian menunjukkan bahwa dari segi implikasi praktis kreatif secara keseluruhan, TalkCation Batch 5.0, setidaknya berdasarkan media sosial, dianggap lebih sukses dalam hal keterlibatan media sosial, dibandingkan dengan jumlah penonton YouTube. Selain itu, implementasi kreatif yang dilakukan oleh TalkCation Batch 5.0, tidak hanya terbukti efektif untuk mendukung keterlibatan tetapi implementasi kreatif tersebut terbukti sejalan dengan tujuh prinsip program Abdussalam dan Wahyudi sebagai standar untuk mengkonseptualisasikan program untuk penyiaran. Selain itu, implementasi kreatif TalkCation Batch 5.0 tidak hanya memenuhi kebutuhan audiens, tetapi juga berhasil memenuhi strategi kreatif yang membuatnya berbeda dari yang lain.

Kata Kunci: Implementasi Kreatif, Broadcasting, RBTv, Talk Show

ABSTRACT

TalkCation as a whole is a talk show program that is broadcasted by RBTV but produced by the students of the Communication Science Program from the University of Amikom Yogyakarta. Furthermore, with each batch of students handling TalkCation, new creative implementations are made, and pioneered in order to make the talk show fresh to the audience. Creative implementations is advent ability to implement new and fresh ideas for any final product. However, with each batch of TalkCation, there is no consistent barometer to creative implementations, and how they should be handled. Therefore, the study focuses on creative implementations, and results of its practical implications. The study utilizes Abdussalam and Wahyudi's seven principles of program, in order to assess if the creative implementations made by TalkCation Batch 5.0 have proven to support engagement and viewership. The study utilizes a descriptive qualitative design, with a case study as its primary research. Furthermore, the study utilizes a stratified sampling method, with the primary participants of the study comprising of members within the Production House of Cipta Karya Media of which are grouped by stratum based on their respective departments. Results of the study have showcased that in terms of overall practical creative implications, TalkCation Batch 5.0, at least based on social media, is considered more successful when it comes to social media engagement, as opposed to YouTube viewership. Furthermore, the creative implementations made by TalkCation Batch 5.0, not only has proven to be effective to support engagement but said creative implementations have proven to be in line with Abdussalam and Wahyudi's seven principles of program as a standard to conceptualizing a program for broadcasting. In addition, not only was TalkCation Batch 5.0's creative implementation cater to the audience but was also able to be successful fulfil creative strategies that would make it stand out from the rest.

Keywords: Creative Implementation, Broadcasting, RBTV, TalkCation, Talk Show