

CHAPTER V CONCLUSION

5.1 Conclusion

To conclude, based on the gathered data in relation to TalkCation Batch 5.0, results have showcased that not only was TalkCation Batch 5.0 successful in implementing its creative implementation, however, through the analysis of Abdussalam and Wahyudi's (2016) Seven Principles of Program and Creative Strategies it was also successful in catering to the masses, whilst utilizing several creative strategies as well. Due to this, not only did TalkCation Batch 5.0 cater to the younger audience, but it was also able to stay relevant to the masses under further analysis.

This claim is not only supported by data, but statistical data has shown that TalkCation Batch 5.0, has significant increase in both Instagram Followers, Instagram Reach. This is attributed not only due to the creative implementations, but one of the highlights of the show would be the introduction and utilization of a mascot, aptly named Lintang, who is also responsible in not only giving a nuanced feel to the show but becoming a point for relativity apart from the guest stars hosted. Whom of which are considered relevant within the field of creativity.

This narrative can only be attributed based on the statistical results showcased on social media, as YouTube statistics are left to be desired. This is mainly due to conflicting factors, one of which being TalkCation Batch 5.0, although the newer season has less consistent viewers, in comparison to the previous batch. Vehemently, there are certain episodes, of which in comparison to the previous episodes have significant ratings, these episodes are Episodes 5,6, and 8.

5.2 Suggestions

The suggestions aim to benefit the University of Amikom, Pt. Reksa Birama Television, students, and future researchers involved in the TalkCation program. They focus on fostering creative ideas, implementation, and strategies for the

betterment of all parties involved. These suggestions are meant to encourage rather than discourage decision-making processes for researchers, students, and institutions in the future.

5.2.1 The University

- a. The author wishes to strongly preface that TalkCation is a program that was design for Communication Studies students to explore and widen their creative reach. Therefore, it is strongly encouraged that by each iteration of the talk show, new implementations and new breakthroughs of the talk shows should be made as a way to not just challenge, but also stimulate creative ideas.
- b. Since TalkCation is considered to be a creative outlet for students, it is vehemently important that the university realizes the importance of creative ideas, creative implementations, and creative strategy. As although a talk show at first glance may be considered a great outlet whose main focus is to impart the value of education, talk shows in general leave no room for creative thinking when it comes to certain creative concepts. Therefore, the author wishes to suggest these options under the branding of TalkCation:
 1. Mockumentary (from the root word of mock and documentary, which tackles issues through the use of satire)
 2. Series (whose focus is to impart value life lessons)
 3. Feature (similar to a documentary, but scenes are acted out)
- c. This is less of a problem for RBTV, but more of a communication barrier that is set between two parties. Which is that the university should give a clear and concise timeline when it comes to the desired production and release of the final output. In comparison to the students devising large devising a production timeline, that is not within the University's standards.. Simply because RBTV, as the second party at question isn't to say is complacent, but rather is in total support of the students interning, of

which will be discussed later on in the suggestions. Not only that, but the university should consider strengthening the communication bond that the students have when it comes to their internship professor (lecturer) that is readily facilitated by the campus, and to the internship facilitator (RBTV), as a whole. As it would be considered as a large hurdle if said two parties do not communicate properly as a whole.

- d. The University should have a consistent barometric standard of measurement in terms certain levels of creativity, or rather a standard barometer to creative implementations. Greatest examples to use in this context would be utilizing on what is available on a local level such as University Podcasts (Amikom Podcast, UGM Podcast). Other examples apart from a local level, however, would be considered feasible based on a production scale would be utilizing podcast as a blueprint of margin. Having a standard of measurement based on quality and overall production feasibility helps assess, the overall standard on how the overall product should be tackled.

5.2.2 The Institution (Pt. Reksa Birama Television)

- a. The researcher wishes to encourage once again to RBTV to always support on the creative ideas and creative thinking of the students, in which they are still implementing. The Creative Industry as a whole is considered one of the most competitive industries, whether that context be in TV, Film, or Broadcasting. It should also be noted that creativity is considered one of the most indispensable, as every facet out there uses some form of creativity at hand. Creative ideas, implementations, and strategy, within the context of production is considered not only an arduous process but takes time to develop holistically. Furthermore, RBTV should highly encourage communication with the students when it comes to the processes of TV standards, of which will be discussed later in the second point.

- b. It is highly encouraged that, before the initial production for the next incoming TalkCation batch a preliminary practical study should be conducted. Simply for the sole reason to impart knowledge and give insight for the next incoming batch when it comes to processes in relation to broadcasting releases, and practical knowledge need to attain during an onset, or on-air production.
- c. In the near future, RBTV should employ or outsource manpower that would help both RBTV, the University of Amikom, and as well students in the near future when it comes to tackling a study within the realm of television or TalkCation. In which is to employ a rating system, or rather a broadcast viewership system that is facilitated by RBTV. The same narrative as follows for YouTube statistics. Not only does it lessen the burden for students, but it also gives an active gauge on whether or not viewership and ratings based on the show that is being analyzed needs more improvement or needs further polishing. Simply, not only does it lessens the hassle of measuring ratings and overall broadcasting engagement, but it also aids both RBTV, the University of Amikom, and as well as the students, in devising creative decisions. It also lessens the guess work as statistical data will further improve and further lead to better research and creative strategies in the near future.

5.2.2 Students and Future Researchers

- a. Future Student(s) should consider exploring the realm of creativity, as mentioned earlier, is a vast unexplored realm of study, especially within the context of production, and broadcast production. Creativity in itself, not only hosts a myriad of aspects, such as creative ideas, concepts, and implementations, but it also tackles other aspects within effective creative strategies, creative marketing, and many more.
- b. For Student(s) and future researchers, certain facets had to be left out such as overall media planning, overall team building and concept of brainstorming had to be left out, since the study mainly focuses on

creative strategy and not within the aspects of brainstorming within the realm of creativity. Brainstorming in the realm of research is vast and is still very young to discuss, therefore, the researcher took an active decision not to delve in deeply as it is a subject that is vastly shrouded in subjectivity. Future students and researchers should be encouraged into delving into themes within brainstorming within the relations of creative strategy, but it will also aid the study of creative strategy, and as well as brainstorming.

5.3 Contributions

Creativity as a realm of study, and as an industry is very vast and wide, what more especially when brought into the context of TV and Broadcasting, or perhaps within the realm of film. The current standing problem when it comes to the creative industry is the lack of proper implementation of certain concepts, without actual proper research into the application at hand. Thus, the goal of this model is not only just proving a way for individuals to make creative ideas, implementations, concepts, and overall strategy plausible, but it encourages overall creative thinking, and how said creativity should be handled.



Figure 5.3. 1 Creative Strategy Model

As seen in Figure 5.3.1, the model is utilized in order to analyze the study as seen in previous chapters. The said model could also be utilized in implementing future creative ideas and aligning creative strategies as a whole. As not only does it obtain the best aspects of brainstorming and idea generation. But it also utilizes the seven principles of program made by Abdusallam and Wahyudi (2016), in which actually takes the audience into consideration and what content should be made and catered to them as a whole. Furthermore, it also highlights the use of creative strategies that were laid out by Abdusallam and Wahyudi (2016), and how creative implementations could effectively align itself and cater to the audience.

Not only that, but this model could also help the industry of creativity as a whole, as it would a hallmark, or set a specific standard when it comes to creativity within the context of TV Broadcasting. Not only alleviating the stress of should a program be, but also extending the life of broadcasting as a whole as well.

