

ABSTRAK

Putri Taqiyyah: *Strategi TVRI Jawa Barat dalam meningkatkan Program Siaran Keagamaan (Studi Deskriptif pada Program Cahaya Qolbu).*

Perkembangan media digital mendorong lembaga penyiaran untuk menyesuaikan strategi dalam mengelola program siaran, termasuk program siaran keagamaan. TVRI Jawa Barat sebagai lembaga penyiaran publik berupaya meningkatkan program siaran keagamaan melalui program *Cahaya Qolbu* dengan mengintegrasikan komunikasi, teknologi dan pengelolaan konten. Penelitian ini bertujuan untuk mengetahui proses jaringan komunikasi (*communication*), bentuk teknologi informasi (*computing*), dan bentuk konvergensi konten (*content*) TVRI Jawa Barat dalam meningkatkan program siaran keagamaan pada program *Cahaya Qolbu*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data penelitian diperoleh melalui observasi, wawancara dan dokumentasi. Informan penelitian terdiri atas produser program *Cahaya Qolbu*, tim produksi dan pengelola media digital TVRI Jawa Barat. Teknik analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data dan penarikan kesimpulan. Penelitian ini menggunakan teori konvergensi media Terry Flew yang terdiri atas aspek *communication*, *computing* dan *content* sebagai pisau analisis.

Hasil penelitian menunjukkan bahwa strategi TVRI Jawa Barat dalam meningkatkan program siaran keagamaan pada program *Cahaya Qolbu* dilakukan melalui penerapan tiga aspek konvergensi media: Aspek *communication* diwujudkan melalui koordinasi internal antartim produksi, promosi program melalui media digital, serta komunikasi dengan masyarakat sebagai bahan evaluasi. Aspek *computing* diwujudkan melalui pemanfaatan teknologi digital dalam proses produksi, penyuntingan, penyiaran dan distribusi program melalui televisi maupun berbagai platform digital. Aspek *content* diwujudkan melalui pengembangan materi dakwah yang disesuaikan dengan kebutuhan masyarakat, pemilihan narasumber yang kompeten, serta penyebaran konten secara lintas platform. Ketiga aspek tersebut saling terintegrasi sehingga mendukung strategi TVRI Jawa Barat dalam mempertahankan kualitas dan eksistensi program *Cahaya Qolbu* serta memperluas jangkauan program siaran keagamaan di era media digital.

Kata Kunci: Strategi, Program Siaran Keagamaan, Konvergensi Media, TVRI Jawa Barat, *Cahaya Qolbu*.

ABSTRACT

Putri Taqiyyah: *TVRI West Java's Strategy in Enhancing Religious Broadcasting Programs (A Descriptive Study of the Cahaya Qolbu Program)*

The development of digital media has encouraged broadcasting institutions to adapt their strategies in managing television programs, including religious broadcasting programs. As a public broadcasting institution, TVRI West Java seeks to enhance its religious broadcasting programs through the Cahaya Qolbu program by integrating communication, technology, and content management. This study aims to examine the communication network (communication), the application of information technology (computing), and the form of content convergence (content) implemented by TVRI West Java in enhancing the religious broadcasting program through Cahaya Qolbu.

This study employed a qualitative approach using a descriptive method. Data were collected through observation, interviews, and documentation. The research informants consisted of the producer of the Cahaya Qolbu program, members of the production team, and the digital media manager of TVRI West Java. Data were analyzed using the Miles and Huberman interactive model, which includes data reduction, data display, and conclusion drawing. Terry Flew's Media Convergence Theory, consisting of the dimensions of communication, computing, and content, was used as the analytical framework.

The findings indicate that TVRI West Java enhances its religious broadcasting program through the implementation of the three dimensions of media convergence: The communication dimension is reflected in internal coordination among the production team, digital promotion, and communication with audiences as part of the evaluation process. The computing dimension is demonstrated through the use of digital technology in production, editing, broadcasting, and content distribution across television and various digital platforms. Meanwhile, the content dimension is reflected in the development of Islamic content that is relevant to public needs, the selection of competent speakers, and cross-platform content distribution. These three dimensions are integrated to support TVRI West Java's strategy in maintaining the quality and sustainability of the Cahaya Qolbu program while expanding the reach of its religious broadcasting programs in the digital media era.

Keywords: *Strategy, Religious Broadcasting Program, Media Convergence, TVRI West Java, Cahaya Qolbu.*