

ABSTRAK

Kemal Alimin. Strategi Manajemen Media dalam Mempertahankan Eksistensi Radio Kampus (Studi Kualitatif Pada Program Hits Sore 103.9 Hits Unikom Radio Bandung).

Skripsi ini membahas mengenai strategi manajemen radio kampus dalam mempertahankan eksistensinya melalui sebuah produksi program Hits Sore di 103.9 Hits Unikom Radio Bandung. Pada pembahasan mengenai produksi diprogram Hits Sore meliputi tiga tahapan yakni tahapan perencanaan program, pelaksanaan program dan evaluasi program. Maka dari itu penulis melakukan penelitian ini dalam upaya untuk mengetahui bagaimana strategi manajemen media pada bagian pra produksi, produksi dan pasca produksi program Hits Sore di Hits Unikom Radio dalam upaya mempertahankan eksistensi radio kampus .

Pada penelitian ini penulis menggunakan jenis penelitian kualitatif serta dibantu dengan pendekatan secara konstruktivis yang dilakukan langsung di Hits Unikom Radio Bandung. Proses pengumpulan data dilakukan melalui pengamatan langsung (observasi), wawancara dan dokumentasi data. Ketiga informan yang diwawancarai dipastikan orang yang terlibat secara langsung dalam produksi program Hits Sore di Hits Unikom Radio Bandung.

Penelitian ini dibantu dengan menggunakan metode manajemen media oleh Morissan dan dibantu dengan fungsi manajemen POAC yang dikemukakan oleh George R. Terry meliputi tahapan *Planning, Organizing, Actuating* dan *Controlling*. Hal tersebut dapat membantu dalam proses penelitian karena dirasa sesuai dengan tema pembahasan yang diambil sehingga peran manajemen media dalam hal ini sangat diutamakan dalam berjalanya program Hits Sore di Hits Unikom Radio yang telah direncanakan pada tahapan produksi.

Selama proses penelitian yang dimulai pada 8 Februari 2021 hingga Maret 2021 dapat disimpulkan bahwa strategi Hits Unikom Radio dalam upaya mempertahankan eksistensi radio kampus melalui program Hits Sore terdiri dari beberapa tahapan. *Pertama* yaitu tahapan pra produksi yang meliputi perencanaan program, penentuan ide konten serta penyusunan naskah yang di pimpin langsung oleh seorang program director dan produser. *Kedua*, tahapan produksi yaitu proses berlangsungnya siaran program Hits Sore yang terbagi menjadi tiga yaitu pra on air, on air dan *closing* yang dibawakan langsung oleh seorang penyiar radio. *Ketiga*, tahapan pasca produksi antarlain sebagai tahap akhir dari rangkaian produksi program Hits Sore serta proses evaluasi setelah proses siaran selesai yang dilakukan secara berkala terhadap setiap individu dan divisi supaya manajer produksi dapat membandingkan kinerja yang telah dilaksanakan dengan kinerja yang direncanakan.

Kata Kunci : Strategi produksi, Radio Kampus, Manajemen Media

ABSTRACT

Kemal Alimin. Media Management Strategy in Maintaining the Existence of Campus Radio (Qualitative Study on Hits Sore Program 103.9 Hits Unikom Radio Bandung).

This thesis discusses the campus radio management strategy in maintaining its existence through a production of the Hits Sore program at 103.9 Hits Unikom Radio Bandung. The discussion on production in the Hits Sore program includes three stages, namely the stages of program planning, program implementation and program evaluation. Therefore, the authors conducted this study in an effort to find out how the media management strategy in the pre-production, production and post-production sections of the Hits Sore program at Hits Unikom Radio in an effort to maintain the existence of campus radio.

In this study, the authors used a qualitative descriptive research and assisted by a constructivist approach which was carried out directly at Hits Unikom Radio Bandung. The process of collecting data is done through direct observation (observation), interviews and data documentation. The three informants interviewed were confirmed to be people who were directly involved in the production of the Hits Sore program at Hits Unikom Radio Bandung.

This research was assisted by using the media management method by Morissan and assisted by the POAC management function proposed by George R. Terry covering the stages of Planning, Organizing, Actuating and Controlling. This can help in the research process because it is in accordance with the theme of the discussion taken so that the role of media management in this case is very prioritized in the running of the Hits Afternoon program at Hits Unikom Radio which has been planned at the production stage.

During the research process starting on February 8, 2021 until March 2021, it can be concluded that the Hits Unikom Radio strategy in an effort to maintain the existence of campus radio through the Hits Sore program consists of several stages. The first is the pre-production stage which includes program planning, determination of content ideas and preparation of scripts which are led directly by a program director and producer. Second, the production stage is the process of broadcasting the Hits Sore program which is divided into three, namely pre on air, on air and closing which is delivered directly by a radio announcer. Third, the post-production stage, among others, is the final stage of the Hits Sore program production series as well as the evaluation process after the broadcast process is completed which is carried out periodically for each individual and division so that the production manager can compare the performance that has been carried out with the planned performance.

Keywords: Production strategy, Campus Radio, Media Management