

# Strategy of Rossi Program of Kompas TV in Maintaining its Existence in Digital Era

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**Abstract:** *The rapid of grow of information technology make the changing in supplying, distributing, information process that combine conventional technology to computer technology. This matter trigger the broadcasting of television in order to adapt to this era, including television programs that must able to compete to digital content in new media. The purpose of this research is in order to know about the strategy that be done by the producer producer of ROSI on Kompas TV through SWOT analysis in maintaining the existence in digital era. This Rosi's Talk show program is a discussion program that present a topic which is trending topic in the society by presenting the qualify keynote speaker in their sector each other. After that the researcher analyze by using qualitative research approach. Because this research needs observation in the field, and also the researcher do the interview to the key note speaker who related to this research Beside that, The researcher also describe about some concepts or theories which related to the strategy from such producer.*

**Keywords:** Strategy, Television Program Producer, Broadcast Management, SWOT Analysis

## 1. Introduction

### 1.1 The Background of Research

Information is the important needs in the human life. Every Setiap individual surely has needed the information in order to increase the knowledge.

Television Industry is creative industry, because every day is works and everyday have a new idea also fresh. Such matter is clearly in the program of television whereas television broadcasting compete for a qualify program and also favorite for a society. It can be observed about strategy in the making of a program of television which is very important for television broadcast in order that still exist in television industry. It is important for strategy in order to increase a rating and share from such television program. Even though its rating and share have been high but it must be made a creative process. Creative strategy will operate permanently in order *audience* do not bore when watching such program

Producer and program of television are two matters which cannot be separated. Because, producer is the founder of big ideas in a television program, because of that a producer is claimed in order to be able have a good creativity and strategy in developing television program that be presented. Ideally strategy is the *planning* and management is the reached target. But also to do that, strategy do not have a function as road map which is only point out the direction, but must point out how about its operational tactic.

In order to face the high competition of television media, in the end claim for involved everybody in a production in creating different and have high competition program to other television program. The more interesting for a television program, the more audience who watch. The more audience will increase the rating and share of a program that will influence the existence of such program.

In this research, the researcher use SWOT analysis in order to know the strategy that be done by production team. In this matter about how the effort of producer, to maximize *Strength* and *Opportunity* that be owned by ROSI program. After that the researcher also understands about how to solve *Weakness* in internal program, and also *Threats* from the outside of program. Mainly in the pole of competition among television program which is high.

SWOT analysis is identification of various factors systematically to make a formulation of company strategy. Fundamentally this analysis logically that can maximize *Strength* and peluang *Opportunities*, but collectively can minimize *weakness* and *threat* (Rangkuti, 2016: 19).

### 1.2 The Question of Research

Based on the background that have been described, the question of research that be observed is "How the strategy of Rossi Program on Kompas TV in maintaining the existence in Digital Era.

### 1.3 The Purpose of Research

The purpose of this research is in order to know how about the strategy of Rossi Program on Kompas TV in maintaining the existence in Digital Era.

### 1.4 The Function of Research

#### 1.4.1 Academically Function:

This research be hoped can give the advise in communication science sector, mainly for the audience of media about program strategy process in television media. And also be hoped can have a function for the development of knowledge of television specially *RossiTalk show program* through televisi media

### 1.4.2 The Practically Function:

Be hoped, this research can have a function in the future. It can become an advise for the institution of television institution, mainly that related to process of television program proses produksi program televisi.

### 1.5 Research Before

Base on the title of research which the researcher do about "STRATEGY OF ROSSI ON KOMPASTV IN MAINTAINING THE EXISTENCE IN DIGITAL ERA so that the researcher found some research results which is relevant to support this research:

#### Strategy of Rossi on Kompas TV in Maintaining the Existence in Digital Era on Trans 7

This research by Pinkan Earliana Sarid, university student of Islamic Communication and Broadcasting of State Islamic University Sunan Kalijaga Yogyakarta, 2014. The result of research conclude whereas to do the strategy from the planning by deciding the theme or idea which is interest to the various key note speaker. Production of program that be done by the path whereas the audience can follow the path. Execution of program be done on jam prime time, evaluation of program be done before and after program operates. *The equivalent of* The research that the author is researching is both researching strategies in maintaining existence, while the difference lies in the time, place, and object of research.

### 1.6 Theory Literature

#### SWOT Analysis

SWOT analysis is the identification of various factors systematically to formulate corporate strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats (Rangkuti, 2016: 19).

How to make a SWOT analysis is to determine:

- 1) Determine the strength (strengths). Strength is a resource or personality for a company that makes the company relatively superior to its competitors in meeting the needs of the customers it serves (Robinson & Pearce, 2013: 201).
- 2) Determine the weaknesses (weaknesses) that we have. Weaknesses are limitations or deficiencies in one or more resources or capabilities of a company relative to its competitors, which become obstacles in meeting customer needs effectively (Robinson & Pearce, 2013: 202).
- 3) Opportunity is the main favorable situation in a company's environment. The main trend is one source of opportunity. Identification of previously overlooked market segments, changes in competitive or regulatory conditions, technological changes, and improving relationships with buyers or suppliers can be opportunities for companies (Robinson & Pearce, 2013: 201).

- 4) Determine the threat indicators (threats). Threats are the main unfavorable situation in a company's environment. Threats are the main barrier for companies in achieving their current or desired position (Robinson & Pearce, 2013: 201).

In connection with this research, the production team, in this case the producer, must conduct an analysis to maintain the existence of the ROSI program in the digital era. In addition, producers also analyze internal and external factors that can affect the quality and existence of the ROSI program.

#### Management of Broadcasting

Based on the explanation of the theory above, in relation to this research, the ROSI program as a program that is able to survive in the digital era certainly has a strategy from planning to program evaluation. This of course can affect the quality and existence of the ROSI program in order to be able to compete with other programs in this digital era.

In accordance with broadcasting management theory, according to Wahyudi (1994: 45) transformation consists of the following processes:

- 1) *Planning.*
- 2) *Organizing.*
- 3) *Staffing.*
- 4) *Actuating* there are Pre-production, Production, Post-production processes
- 5) *Controlling*

#### Television Mass Media

Television mass media is a mass communication tool that can reach people in large and wide numbers. Mass communication through television media implies that the communication process between communicators (mass media organizations) and communicants (audiences) is widespread, heterogeneous and anonymous through television media.

The process of mass communication (through television media) consists of several elements, namely: source (communicator), transmitter, channel (media), receiver (communicant), feedback and destination, as well as interference (noise) that exists in all these elements. The existence of an element of feedback is what distinguishes this communication model from the previous communication model (Lass well communication model), which assumes that in the process of mass communication there is no feedback (zero feedback). (Morissan 2010: 20)

#### Format of Television

Format is defined as a characteristic, identity. Format is very important for the television industry to be able to attract the attention of the audience. Television with a clear format will more easily achieve its image or popular (Munthe, 1996: 62). Meanwhile, according to Morissan (2008: 220) Format is the presentation of programs and music that has certain characteristics by television stations.

### **The Understanding of Program**

The word program comes from the English "program" which means an event or plan. Programs are everything that is broadcast by broadcast media to meet the needs of their audience. Thus, the program has a very broad understanding (Morissan, 2008: 199).

Technically television broadcasting, television programming (television programming) is defined as scheduling or planning television broadcasts from day to day (horizontal programming) and from hour to hour (vertical programming) every day to grab the attention of viewers. (Soenarto 2006: 79).

### **Talkshow Program**

Talkshow is a television or radio program where a person or group gathers together to discuss various topics in a relaxed but serious atmosphere, which is guided by a moderator. Sometimes, Talkshows feature group guests who want to learn about great experiences. On the other hand, a guest is invited by a moderator to share experiences. This talk show is usually followed by receiving calls from listeners/ audiences who are at home, in the car, or elsewhere.

## **2. Research Methodology**

### **The Research Approach**

The research approach used by the author is qualitative. The qualitative approach in research is one of the main approaches which is basically a general label or name of a large family of research methodologies.

### **The Characteristic of Research**

In this research, descriptive research is used. Namely research that describes the characteristics of individuals, situations or certain groups as the object of research (Ruslan, 2004: 12).

### **Analysis Unit**

The unit of analysis will help the author to interview as material in making research. The unit of analysis in this study is Kompas TV, and also people who are very competent in providing information, especially within the Kompas TV Editorial Department, Executive Producer and Producer. Meanwhile, to support the information material needed in this research. The author conducted an interview with the Creative Team for the Talk Show Program on Kompas TV

### **Data Collecting Technical**

In this study, the authors obtain data to answer research problems through data collection techniques which are divided into primary data and secondary data which are described as follows:

### **Primary Data Collecting Technical**

#### ***Indepth Interview***

In-depth interviews are interviews conducted to determine the personal and social views of research subjects. This method is considered to be able to take a clear picture of the person in his lifestyle and address what cannot be obtained from quantitative research (Mulyana, 2002: 187)

#### **Observation**

Observation according to Indriantoro and Supomo in Ruslan (2004: 34) is the process of recording behavior patterns of subjects (people), objects (objects) or systematic events without any questions or communication with the individuals being studied

### **Secondary Data Collecting Technical**

Secondary data is research data obtained through intermediary media (obtained from other parties) but can be used for research. Secondary data are generally in the form of records or documentation data reports by certain institutions that are published (Ruslan, 2004: 138)

### **Document Study**

Document study is a record of events in the form of writing (diaries, life histories, biographies, policy regulations) and pictures (photos, drawings, sketches, films). Document Study is a complement to the use of observation and interview methods in this study.

### **Key Informant and Key Informant Establishment Technical**

#### **Key Informant**

The main resource person (Key Informant) is an authoritative informant who is believed to be able to open the door for researchers to enter the object of research (Sugiono, 2007: 101)

### **Data Validity Technical**

Research on the validity of qualitative research usually occurs during the process of data collection and analysis of data interpretation.

In this study, the researcher uses trustworthiness as a technique for checking the validity of the data, namely testing the truth and honesty of the subject in revealing reality

## **3. Result and Discussion**

### **Profile of Company**

#### **The History of Kompas TV**

Reporting from Kompas TV (Kompas TV, 2017) Kompas Gramedia is one of the largest media companies in

Indonesia. Initially, Kompas Gramedia focused more on print media, such as Kompas Newspaper and magazines with approximately one hundred magazines. television station called TV7, then this television station was bought by Trans Corp, and changed its identity to known as Trans 7.

### Vision and Mission of Kompas TV

**Vision:** To be the best and most trusted news television.

**Mission:** presenting news programs that are independent, credible, and become a reference for policy makers.

## 4. Discussion and Result of Research

In this discussion chapter, the researcher will analyze the description of the producer's creative strategy in forming a talk show program, the analysis is carried out in accordance with broadcasting management theory, namely planning, organizing, filling staff, mobilizing, and supervising.

### a) Planning

According to Terry in Hasibuan (2005: 92) Planning is choosing and connecting facts and making and using assumptions about the future by describing and formulating the activities needed to achieve the desired. Based on the results of the interview above, it can be seen that the Rossi program broadcast on KompasTV is a talk show, which means that a talk show program presents various themes and issues that are currently turbulent in Indonesian society. From social to political.

### b) Organizing

Organizations formed to manage the broadcasting sector are called broadcasting organizations. Thus, the definition of a broadcasting organization is a place where broadcasters (broadcasting-techniques-administration) work together in planning, producing or procuring broadcast material, and at the same time broadcasting in an effort to achieve the stated goals (Wahyudi 1994: 78).

### c) Staffing

*Staffing* is the process of regulating and allocating human resources to carry out the tasks that have been set in the organization. Procurement, selection and orientation and placement of employees are important activities in the staffing process.

### d) Actuating

The production stages of a program or show on television consist of three parts, namely Pre-Production, Production, and Post-Production.

#### 1) Pre-Production Stage of Rossi on KompasTV

So based on the results of the interview above, in the pre-production stage process there is also an Idea Discovery stage which is carried out during the Producer's meeting with the Rossi KompasTV team who are tasked with determining the theme according to the issues that are developing, the Planning stage, which is when determining the theme, must really who is currently updating or raising an issue that is controversial, then determines the speakers to be invited, and also determines who the crew and talents are

involved in Rossi's program, as well as Preparation, which is the stage of ensuring that the material to be played for the introduction of dialogue and visual inserts is ready. While the dialogue is in progress

#### 2) Production Stage of Rossi on KompasTV

So based on the results of the interview above, it can be seen that what is done in the production process of a Rossi Kompas TV broadcast is that at this stage KompasTV carries out the shooting process in accordance with the storyboard and script that has been made on the day and place that has been determined in the Pre-Section stage. Production with all crew and talents on duty.

#### 3) Post-Production Stage of Rossi on KompasTV

Based on the results of interviews conducted by researchers above, it can be seen that the Rossi KompasTV Post Production process is not in accordance with the post-production process and has three main steps, namely offline editing, online editing, and mixing. The editing process carried out by Kompas TV is directly doing online editing, namely making connections for each shoot and scene (scene) made right based on the notes in the editing script, after which they immediately carry out the mixing process, namely entering music as back sound.

#### 4) Controlling

The supervision carried out by Kompas TV in the Rossi program. According to Evaluating things that have been planned and executed, in this case the Kompas TV especially Rossi always makes corrections or improvements in every program they broadcast,

#### 5) SWOT Analysis in Maintaining Existence

Based on the data that has been collected by the researchers through interviews and observations, the producer's strategies can be analyzed to maintain the existence of the program in the digital era. Researchers use SWOT analysis to better understand how the strategies of the ROSI program on Kompas TV include strengths, weaknesses, opportunities and threats.

Based on the analyzed data, it can be seen that the strength of the ROSI program is the host who has credibility in the world of journalism, namely Rosianna Silalahi. Rosianna Silalahi is also the editor-in-chief of Kompas TV so that her experience in journalism is unquestionable and she is also able to present the ROSI program with a good character.

His strength is the host who can bring the program seriously, can be relaxed, can be loud and can sing. "In my opinion, at Kompas TV there is no host as strong as ROSI with a brand as strong as ROSI, both substantially and personally. Because ROSI is a flagship program that is a mainstay on Kompas TV. Therefore, this program must continue to exist, so that Kompas TV has broadcasts that become public reference in making decisions that exist from various choices in the community, as well as policies made by the government." (Interview with Budhi Kurniawan,)

Another strength of the ROSI program in an effort to maintain its existence in the digital era is being under the auspices of Kompas TV which is a national news television with a digital platform (youtube) with the most subscribers. These are some of the strengths of the ROSI program in maintaining its existence in the current digital era, to ensure that the information provided has clear quality and validity.

"Our strength is that we are grateful because our digital platform, Youtube Kompas TV, is the number one youtube channel for news channels, the most subscribers for news channels in Indonesia. subscribers watch ROSI, so the audience will increase, because the digital is already strong, Kompas TV". (Interview with YunitaTandililing, Thursday 6 January 2022)

The ROSI program also has weaknesses that must be improved in order to be better in the future. First, the branding of the ROSI program which is considered to still need to be improved, both terrestrial and digital. .

"The weakness may still have to strengthen the ROSI brand in the public, so that it can be discussed like a neighboring TV talk show. So that the hope is that it is definitely better known to the public, meaning that it is widely watched both terrestrial and digital so that it can have an impact on public policy, it means that the government or the policies made by the government can see what is being dialogued at ROSI". (Interview with Budhi Kurniawan,)

Because of It, the production team seeks to attract millennial audiences by displaying interesting digital content. Talking about digital, the relation with the weakness of the ROSI program is the lack of human resources in the digital department to manage and control the digital activities of the ROSI program.

"If the weakness is we still lack the resources to take interesting things from the ongoing discussions. That's why we are trying to do that, so that we can still viral what is interesting from the dialogue. Because there are so many debates that can go viral, which really needs answers for the community and encourage the government. Let's recruit the young workers who are there to make them no less interesting like them. We also believe that times will change, so we have tried to follow that without abandoning our true journalism values. Because by maintaining journalistic values, our program can still gain public trust." (Interview with YunitaTandiling,)

## 5. Conclusion

Conclusions that can be given based on the results of the study are as follows:

- 1) Based on the results of research on the SWOT analysis of the ROSI program on Kompas TV in maintaining its existence in the digital era, it can be concluded that the

producers of the ROSI program have a strategy to maximize their strengths and take advantage of the opportunities they have in the digital era. In addition, producers also seek strategies to minimize weaknesses and overcome threats that are considered challenges in maintaining the existence of the ROSI program in the digital era. From the results of the SWOT analysis, the researchers found that there were several strategies that were carried out in maintaining its existence. The first is a strategy by using strength to take advantage of the opportunity for the ROSI production team to display video footage on YouTube with titles and thumbnails that can attract the attention of the audience and with a host character who is good at blending in, the themes presented can be more diverse and bolder in criticizing public policies. The second strategy is to minimize weaknesses to take advantage of opportunities, namely by adding human resources that focus on handling digital in order to strengthen digital and terrestrial branding, then be sensitive to the development of social media in the digital era. Finally, the authors arrive at suggestions that may be used by the company are: 1. So that cooperation and solidarity between individuals in Kompas TV, especially individuals between departments can be further improved so that good coordination can always be established in terms of broadcasting management processes in the Rossi Kompas TV program.

- 2) So that in making or designing programs in the Rossi Kompas TV program, teamwork is needed that is compact with each other, creative ideas are also improved so that the results achieved, especially the program, become more colorful and not monotonous in presentation, and relationships between

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