

ABSTRAK

Penelitian ini mengkaji strategi Lembaga Penyiaran Publik TVRI Sumatera Barat dalam mempertahankan eksistensi program siaran lokal (Studi pada program siaran Ngobrol Penuh Inspirasi). Pokok permasalahan dalam penelitian ini adalah: bagaimana bentuk perencanaan Ngobrol Bagaimana variasi penyajian program Ngobrol Penuh Inspiratif dalam mempertahankan eksistensinya sebagai program siaran lokal, Bagaimana strategi TVRI Sumatera Barat dalam mempertahankan eksistensi program Ngobrol Penuh Inspirasi.

Penelitian ini menggunakan pendekatan kualitatif-deskriptif, dengan sumber data yakni data primer (informan penelitian) dan data sekunder (buku referensi). Pengumpulan data melalui observasi, wawancara, dokumentasi, dan kajian pustaka. Informan Teknik penentuan informan dilakukan secara purposive yakni berdasarkan kapasitas yang memberikan kemudahan dan kesediaan dalam wawancara. Data selanjutnya dianalisis dengan menggunakan teknik analisis data dilakukan melalui reduksi data.

Hasil penelitian ini, menunjukkan bahwa 1) Proses perencanaan TVRI Sumatera Barat dilakukan terutama pada persiapan-persiapan teknis, penentuan topik hingga penentuan pengisi acara. 2) Variasi penyajian program Ngobrol Penuh Inspirasi terbagi atas konsep menginspirasi, interaksi yaitu dialog pembawa acara dengan narasumber 3) Strategi TVRI Sumatera Barat dalam mempertahankan eksistensi program Ngobrol Penuh Inspirasi melalui penggunaan sumber daya manusia yang profesional, pengemasan program dengan mengusung konten utama menginspirasi menjalin kemitraan dengan berbagai instansi, dan sosialisasi program melalui iklan pada berbagai program acara TVRI Sumatera Barat dan pemanfaatan media sosial.

Abstrack

This research examines the strategy of the Public Broadcasting Institution TVRI West Sumatra in maintaining the existence of local broadcasting programs (A Study on the program Ngobrol Penuh Inspirasi). The main issues in this research are: what is the form of planning for Ngobrol, how is the variation of presentation of the Ngobrol Penuh Inspiratif program in maintaining its existence as a local broadcast program, and what is the strategy of TVRI West Sumatra in maintaining the existence of the Ngobrol Penuh Inspirasi program.

This research uses a qualitative-descriptive approach, with data sources being primary data (research informants) and secondary data (reference books). Data collection is carried out through observation, interviews, documentation, and literature review. The technique for determining informants is conducted purposively based on their capacity to facilitate and willingness to participate in interviews. The data is then analyzed using data analysis techniques carried out through data reduction.

The results of this research show that 1) The planning process of TVRI West Sumatra is mainly conducted on technical preparations, topic determination, and selection of program hosts. 2) The presentation variations of the program 'Inspirational Talk' are divided into concepts of inspiration and interaction, which include a dialogue between the host and the resource persons. 3) The strategy of TVRI West Sumatra in maintaining the existence of the 'Inspirational Talk' program involves the use of professional human resources, packaging the program with inspiring main content, establishing partnerships with various institutions, and socializing the program through advertisements on various TVRI West Sumatra programs and utilizing social media.