

Penilaian dan Preferensi terhadap program acara siaran berita televisi swasta: analisa hasil survei program acara siaran berita "Seputar Indonesia" di kota Medan, Jakarta, Bandung, Semarang, dan Surabaya = Appraisal and preferences to news program of private television station, based on result survey analyze of "Seputar Indonesia" news program in Medan, Jakarta, Bandung, Semarang and Surabaya

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=92769&lokasi=lokal>

Abstrak

<i>To those who run the private television station business, news program is marked as company flag carrier. This program has become a determination to know whether this station being operated seriously or not. Therefore, every private television station makes serious efforts to present the program attractively, actual and exclusively as well, to be placed in accordance with each airtime.

One of the news programs that have been evaluated to be successful based on rating, informative and the most favorite, being chosen by the viewers, is ?Seputar Indonesia? produced by RCTI. The result of research finding indicated that people are, with many reasons, are fond of this news program. It has actual news, the journalistic comes to fulfill the wish of public, and the news presenter really understand to keep the profession properly.

Despite the news program with high rating and the most favorite to viewers, yet, there are many things they must put into attention. This is in reference with the research finding that the more people watch certain program, it is not always to say that people are fond to this program. It is ?Patroli? produced by Indosiar and ?Liputan 6? produced by SCTV appeared to be potential competitors to ?Seputar Indonesia?. Therefore, the management of ?Seputar Indonesia? must take innovation in presenting information to the public aiming to the wish and the need of people to get information.

This research provided by second data analyze, from where all survey being done by Asia market Intelligence (AMI) in accordance with the outline of positioning all RCTI program. By changing the presentation of quantitative to qualitative, it can be described why people watch ?Seputar Indonesia? news program and how people evaluate that news program to fulfill the need of information.</i>