

PROSES PRODUKSI PROGRAM ACARA *UPDATE* DI JAK TV DALAM MENUMBUHKAN BRAND AWARENESS

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Abstrak

Latar belakang: Program acara *UPDATE* di JAK TV merupakan program acara televisi Jakarta, menayangkan sajian informasi, diisi dengan berbagai peliputan dari kegiatan acara atau *event*. Proses produksi dalam menumbuhkan *brand awareness* program acara *UPDATE*, dilakukan untuk memperkenalkan program acaranya tersebut kepada masyarakat. **Tujuan Penelitian** untuk mengetahui bagaimana proses produksi program acara *UPDATE* di JAK TV dalam menumbuhkan *brand awareness*. **Teori** yang digunakan adalah komunikasi, komunikasi massa, jurnalistik, program acara televisi, produksi program acara televisi, dan *brand awareness*. **Metodologi penelitian** yang digunakan yaitu dengan penelitian kualitatif deskriptif. **Pengumpulan Data** dengan melakukan wawancara mendalam (*depth interview*), pengamatan, dokumentasi dan studi pustaka. **Hasil Penelitian:** Proses produksi program acara *UPDATE* di JAK TV dalam menumbuhkan *brand awareness*, yaitu dengan melakukan pemilihan peliputan acara, memberikan penayangan yang menarik serta promosi melalui media sosial. **Kesimpulan** Proses produksi program acara televisi, meliputi proses pra produksi, produksi, dan pasca produksi sehingga dapat menumbuhkan *brand awareness*. **Saran:** Agar menumbuhkan *brand awareness*, dengan mengadakan *special event*.

Kata Kunci : Proses Produksi, *Brand Awareness*, Program acara *UPDATE* di JAK TV

THE PROCESS OF PRODUCTION THE EVENT PROGRAM UPDATE AT JAK TV TO GROWING BRAND AWARENESS

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Abstract

The Background: The event program UPDATE at JAK TV is Jakarta television event program, give an information, filled with a variety of reporting an event. The process of production to growing brand awareness at event program UPDATE made to introduce the event program to the public. **The Research Was Purposed** to know how process of production event program UPDATE at JAK TV to growing brand awareness. **The Theory** used are communication, mass communication, journalism, the television event program, production of television event program, and brand awareness. **The Research Metodology** is using qualitative descriptive. Data collection by depth interview, observation, documentation, and literature review. **Research Result:** The process of production event program UPDATE at JAK TV to growing brand awareness, is choosing a reporting of an event, provide an interesting impressions, and do promotion through social media. **Conclusion:** The process of production of television programs, is pre-production, production, and post-production, so as to growing brand awareness. **Suggestion:** For growing brand awareness with a special event.

Keyword : The Process Of Production, Brand Awareness, Event Program UPADATE at JAK TV