PROGRAMMING STRATEGY OF THE "SI OTAN" SERIAL AT TRANS 7 TV STATION

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Abstract

This study aims to explain the Programming Strategy at the "Si Otan Di Trans7" program. The methodology used in this research is descriptive qualitative. Data was collected through observation, in-depth interviews, documentation and the internet to obtain in-depth and relevant information or data in research. While the theory used in this research is strategies & practices according to Sydney W, Head which states that in television broadcasting it is necessary to pay attention to five elements to carry out programming strategies, namely Compatibility, Habit formation, Control audience flow, Conservation of program resources and, Breadth of appeal. The results of this study showed significant results, that; Si Otan's programming strategy broadcast by TV-Trans7 station has implemented a programming strategy according to Sydney W. Head which includes these five elements.

Keywords: Broadcasting, Programming, Si Otan, Strategy, Television

1. INTRODUCTION

Television is a mass media which is a media or audio visual in the form of display images as well as a listening medium. In this case, people can not only hear or digest a narrative, but can also view/see the images on television (Badjuri, 2010). Television also has a role in providing entertainment that can be enjoyed by its users. History records that in Indonesia itself the first television channel to broadcast was in 1962. The first television station owned by Indonesia was TVRI. Then, since 1989 other television stations have emerged such as RCTI, Trans TV, Trans7 and others (Sanityastuti, 2007).

In Indonesia, the development of television stations as a broadcasting medium is increasing rapidly. It can be seen from the existence of competition between television stations to get audience interest from the public. They compete to create interesting programs and compete in creating broadcasts that can be enjoyed by the public so that the ratings and share of these television stations increase or maintain if they are already good.

Rating is an evaluation or assessment made by a certain party on a matter. The rating system on television is useful for giving an overview to the audience about the suitability of television programs for the audience. Ratings are also used to decide whether a program that is being produced can still be broadcast or just stop broadcasting, or be moved (Susanto, 2009).

Meanwhile, television is Audience Share, meaning that it is a number that states the proportion of the number of viewers on a station on television compared to the total number of viewers on television. This share is a percentage of the number of viewers or a target of

viewers at a unit size in a certain time that is on a certain channel from the total of viewers on all channels (Aldi & Budihardjo, 2020).

One way to attract a large number of viewers requires a programming strategy, which is the best way, how can this program attract as many viewers as possible and also to keep viewers watching programs that are aired as loyal viewers. Therefore, a programmer must be able to understand the characteristics of the audience.

The different characters of these audiences indicate that the audience will tend to switch channels when the program is over. Switching an audience in determining one television channel occurs at a point of movement between one program to the next (Triyana, 2021).

Therefore, a good programming strategy is needed so that the programmed program gets a good rating. Television media requires a programming strategy in order to be able to plan programs that are created and aired, to attract viewing interest and advertisers. In the absence of a mature programming strategy, it is certain that television will lose its audience and advertisers (Susanto, 2009).

In order to achieve popularity and high quality, it is important for television programs to have certain strategies in order to increase and maintain interest for viewers to watch the program in question. The placement of broadcast times, the types of shows that are given, and also the naming of an event can also be a strategy that attracts the public's attention so that viewers want to watch the program. Hence, the strategy in making television shows must be carefully prepared and thought out (Susanto, 2009).

High ideas, creativity and innovation are needed from creators to make TV programs so that it becomes a good strategy so that the program's goals can be liked by viewers so that they can increase or maintain the rating of a TV program (Moerdowo, 1994).

Even though not all television stations have a creative team, their role is very much needed in helping to increase or maintain viewer interest in watching the programs they produce. A creative team is needed because it will fully concentrate on developing and executing event content that is made in neat and attractive packaging (Herinnisa, 2016).

In Indonesia, Trans7 is one of the national private television stations, which previously used the name TV7, with its premiere on November 25, 2001. Then the station changed its name to Trans7 on August 4, 2006, after 55% shares owned by PT Duta Visual Nusantara TV7 (tvi Tujuh) was purchased by Trans (Kemenkominfo, 2019). Until now, Trans7 is still loyal to entertain the Indonesian people through its interesting and educative shows. One example of the broadcast that is presented is the program "Si Otan", every Monday to Friday at 13:00 - 13:30 WIB.

The Si Otan program is an event that presents shows about the animal world both from land and water, which are packaged in an informative way, but interspersed with entertainment, to be able to educate the audience, especially for children. This program has main characters in the form of animation namely Si Otan himself and his friend named Dolphino. Si Otan and Dolphino interact with animals which are currently the topic of discussion so that children are interested in watching the program. As stated by MSG, as the producer of the Si Otan program, the number of ratings and shares for the Si Otan program tends to be standard from year to year by occupying a rating in 2022, in January reaching 7.6%, in February 7.7%, and in January march reached 7.8%.

Referring to research conducted by Triyana (2021), where this study aims to find out the strategy for the Smart Indonesia program on SCTV, the research method used is

descriptive qualitative. The result of his research is to explain how the Smart Indonesia program uses a programming strategy from Susan Tyler Eastman and Douglas A. Ferguson which consists of selecting, scheduling, promotion and evaluation, using a counter programming strategy, running well.

The next study was written by Putra et al. (2019), the aim of this research is to optimize the number of audiences that are the main target for advertisers. The results of the study stated that the Metro Pagi Primetime program had used programming strategies, namely Selection, Scheduling, Promotion and Evaluating. In addition to the production strategy for the Metro Pagi Primetime program which is quite good, this program also packages content in visual form (Visual Animated) that is useful and makes it easier for the public to capture information.

Other research written by Fahruddin & Asy'ari (2019), with the aim of understanding how Sydney W. Head's programming strategy theory is applied to ADiTV's da'wah program. This study uses qualitative methods to analyze the data collected during the observation, interview, and documentation stages. The results showed that ADiTV's programming strategy was consistent with the five elements of Sidney W. Head's programming strategy theory.

The research results as described above, have similarities and also differences with this research. The similarities are that they both research Programming Strategies on a Television Program. While the difference is in the research subjects. In this case, the research conducted by the author is the event in Otan which is in Trans7. Whereas in previous studies on different TV programs and stations, such as SCTV, Metro TV and ADiTV TV stations.

Based on the description above and referring to previous research studies, there is a problem in this study, namely how the Programming Strategy is applied to the Si Otan program on Trans7 which is analyzed from the Sydney W. Head programming strategy. The aim is to find out what and how the programming strategy is used in the program "Si Otan," on the Trans7 television station by using the programming strategy from Sydney W. Head. As for the practical benefits of this research, it can provide insight, knowledge both to practitioners and Trans 7 stations, the programming strategy implemented for the Si Otan program and its suitability with the programming strategy of Sydney W. Head. As for the benefits of academics, this research is expected to contribute as a reference for future researchers who are interested in dissecting more deeply what has not been studied in this research.

2. RESEARCH METHOD

This research was an attempt to find, develop and assess the authenticity of knowledge through scientific means. An investigation must use adequate methods. This research was qualitative descriptive, where the data obtained was in the form of words and pictures. According to Creswell (2017) a qualitative research method was an approach or research to explore and understand a phenomenon. To find out these symptoms, the analyst interviews respondents by asking conventional and global questions. The data was then summarized into a script or text (Tanzeh & Arikunto, 2014). Qualitative research provides findings, which cannot be obtained using statistical procedures or other quantitative methods (Nugrahani, 2014).

2.1. Data Collection Technique

The technique used in collecting data from this study was carried out through several stages, namely: First, participatory observation. This study used an observation approach and in-depth interviews. According to Riyanto in Ghazali (2019), "what is meant by the observation method is a method that collects data using direct observation or vice versa".

Observation is a process of observing and copying that is designed, valid, objective and reasonable from various events, under real conditions and under artificial conditions to produce certain goals. The function of observation is to find out the accuracy between the application of actions and plans that have been previously designed and to find out which applications are currently running, so that it is expected to produce the desired changes (Tanzeh & Arikunto, 2014).

The second stage was an in-depth interview to validate the information previously obtained (Sugiyono, 2016). According to Esterberg in Olivers (2017) "an interview was a meeting of two or more people to exchange information or an idea through a question and answer process, resulting in a determination or an outline on a particular theme". Meanwhile, according to Blaxter et al. (2001), said that "the interview method involves people concerned with research to ask questions or discuss to obtain the necessary information" (Nugraha, 2015).

As informants in this study, there were key informants represented by Mutia Suri Ginting (as the Producer of the Si Otan Program), and also supported by other supporting informants, namely Chera Sarahwati Rustandy (as the Creative Team for the Si Otan program), and there was also JS (as a hobbyist and animal lover as well as a spectator for the Otan show). The third stage was documentation in the form of data or facts stored on a server or website (Bungin, 2007).

2.2. Data Analysis

This research used an interactive model data analysis technique from Huberman & Miles (2002), "interactive model data analysis technique carried out in three stages, namely: (a). Data reduction stage (b). Data presentation stage (c). The conclusion or verification stage".

The data set was then reviewed. The results of the research were then translated into previous research by other scientists. The final results of the qualitative research were then manifested into a written report.

Therefore, the author, will make an analysis based on existing reality, where all aims to get conclusions that used to take and decide on the next steps. Making the next decision was very important to do, considering the many programs and other TV stations, a strategy was needed to maintain the rating or even to attract more viewers to increase the rating for the program "Si Otan".

3. RESULT AND DISCUSSION

The purpose of this study was to find out the Programming Strategy for the Si Otan program on Trans 7. The Si Otan program contains stories about the lives of various kinds of animals. Includes starting from how animals produce, the Latin name of the animal, metamorphosis and lifestyle. This program is even more exciting with the narrator Si Otan who is good at explaining improvisation and a funny style (Kapanlagi.com, 2012).

The programming strategy theory used in this study refers to the strategies & practices of Sydney W, Head (1996) in (Fahruddin & Asy'ari, 2019), with an assessment indicator that in television broadcasts it is necessary to pay attention to five elements in implementing a programming strategy, namely: a) Compatibility, b) Habit formation, c) Control audience flow, d) Conservation of program resources and, e) Breadth of appeal.

Since 2008, Si otan program is a program that presents shows in the form of the world of animals that are packaged in an educative way, and is broadcast on the Trans 7 television channel.

The Si Otan program is intended to educate children about how animals live, and also about the importance of preserving animals. (MSG Key Informant, January 28, 2022)

Source: Trans7
Figure 1 Otan and Dolphine Icon

3.1. Compatibility

In the world of broadcasting, programs must be able to adapt to the daily lives of different audiences. Things such as breakfast habits, rest times, and working hours, must have different times so that they can become a benchmark for television and radio stations in implementing their programming policies (Fahruddin & Asy'ari, 2019). As explained, the placement of Si Otan's program also adjusts to their audience segmentation, namely children. From interviews conducted by researchers with informants, that:

Time placement is very influential in attracting audience interest, wrong timing can cause a decrease in audience interest in watching the program. The Si Otan program is aired every Monday to Friday from 13:00 WIB to 13:30 WIB. The Si Otan program has moved many broadcast hours, and 13:00 WIB is the most appropriate time so far. (MSG key informant, 28 January 2022)

Event managers must be able to set broadcast times and hours by considering several variables such as program content, the target audience of the program as a whole (Siahaan, 2018). According to the information obtained from interviews with informants that:

In determining broadcast time, it needs to be adjusted to the daily life of the viewer. There is a classification of certain hours such as in the morning for whom the segment is for, during the day for whom and so on. So suitability also needs to be seen from the habits of the viewers. (MSG Key Informant, January 28, 2022)

Therefore, the television media is required to create programs that suit the daily lives of their audiences, which are always different. So, proper program scheduling is needed (L. Ardiani et al., 2020). This would certainly be in accordance with information from key informants who stated that the shift in time carried out by the program team indicated an increased level of interest or interest from the audience.

Source: Trans7
Figure 2 Si Otan Icon in the Forest

3.2. Habit Formation

According to Sydney, every television and radio station must be able to know the habits of its target audience and listeners. In the process of building this habit, the fanatical attitude of the audience towards a program usually arises, so that the audience will not move from the program that is being broadcast. From this attitude, a fanatical audience is created and continues to watch the programs that are aired, thus creating an impact on the advertiser's length of time to carry out promotions (Fahruddin & Asy'ari, 2019).

With the appropriate program placement, audiences will get used to watching Si Otan's programs. With the main characteristics of the event which discusses all things about the animal world which are packaged in an educative manner, and raises trending themes in society, and regulates the variations and also the tension of each segmentation, so as to create habits for audiences who want to know about the world animals to watch the Si Otan show. (MSG Key Informant, January 28, 2022)

Audience habits need to be built through an event program. It's not surprising that the audience sometimes becomes very interested in the program (Ardiani, 2020). This is supported by statements from the following informants:

If fanaticism has its own classification, so when making a program it's not just just making a program, but every program that is worked on has its own map. For example, if there are viewers who like serious, relaxed or funny dialogue, a program must be built according to the audience segmentation. (Supporting informant, CSR, 8 February 2022)

Habit formation is creating viewing habits as a result of program planning through careful review. Therefore, the presentation of the program takes place in a structured manner and is always placed at the same time for a certain period of time (Martiana et al., 2019). In line with the presentation from the speakers, the placement and presentation of the appropriate program can attract the audience's interest in watching the program and create a habit to follow the program in the future. As also stated by a supporting source:

Si Otan's program pays close attention to developments related to the discussion of their program, namely the animal world. The Otan program presents quite up-to-date segments related to the animal world, about animals that are "happening" among animal lovers in an interesting and educative way, and this is quite helpful, especially among animal lovers, to find out what is going on (informant). ZN Supporters, February 12, 2022)

Source :bilibili.tv
Figure 3. Si Otan Icon with Fans

3.3. Control of Audience Flow

Television and radio stations strive to optimize the number of their audience and also try to reduce the possibility of outflows from audiences who switch channels to other channels. The method that can be applied is the countering method (presenting programs that are more varied compared to other television or radio) or by using the blunt method (presenting programs that are similar to other television or radio) (Fahruddin & Asy'ari, 2019).

To attract the audience's attention, control the tension and variety of the program and know who is watching the program. The program can find out and also study the type of program and also what kind of segmentation the audience likes because television stations get the results of Rating and Share survey calculations conducted by Elsi Nelson. (MSG Key informant, January 28, 2022)

Broadcasting managers must continue to strive so that the programs presented can look different or unique so that they become programs that are superior and liked by their audience. Creativity is an important thing in winning this competition (Masyitoh, 2018). This is in line with the presentation of the following informants:

The uniqueness and selling power of the program creates its own charm. The selection of themes that are trending in the community, the tension of the event, the variety of events and programs that continue to develop are the keys so that the audience does not feel bored when watching the program, understands the wishes of the community and is open to what is currently trending in the community. (supporting informant, CSR, 8 February 2022)

Creative ideas and materials can be obtained by processing and discovering from various possible aspects, because this serves an important function to create innovations and ideas in the form of new programs, to nurture the imagination of listeners (Masyitoh, 2018). So that it can control the flow of listeners and stay on the same television station and also know the same program for a long time.

Source: Youtube.com
Figure 4 Si Otan Playing in the Water

3.4. Conservation of Program Resources

Television and radio programs are broadcast throughout the day, so you have to take into account the availability of materials and other resources that support the program. Various ways must be prepared so that material for broadcast can be prepared using only available materials and resources, for example such as repackaging or using different presentation approaches and methods (Putra et al., 2019).

With the research that the researchers have done to maintain the availability of materials and other resources that support the Si Otan event program, according to CSR as the Creative Team for the Si Otan event, namely:

To get new ideas in choosing the theme raised, the SI Otan program obtains information about animals or learns about new types of animals from animal hobbyists. (Key Informant, CSR, 8 February 2022)

In terms of maintenance, the creative team at the Otan program tries to keep coming up with new ideas and present information about the animal world in an interesting way

by conducting in-depth research on the material to be broadcast. Apart from that, by looking at the current trends that are in accordance with the programs being broadcast, in order to be able to support the contents of the program. The current rating shows 8.5, this is a good thing that is always maintained by the creative team to develop fresh material every day to be enjoyed. (MSG Key Informant, January 28, 2022)

Not only the audience, program content is an important aspect that must be considered by a producer. The selection of content and the contents of the program is one example of the application of maintenance of program resources (Ardiani et al., 2019).

Source: Youtube.com
Figure 5. Si Otan Icon

Source: Pinterest.com
Figure 6 Si Otan and the Snake

3.5. Breadth of Appeal

Broadcast media must pay attention to the different interests and preferences of their audience. Therefore, we need to strive for a program that is interesting and can take into account all the interests and preferences of viewers. So that broadcast programs can reach a wide audience, both technically and socially (Triyana, 2021).

In the research that the researchers have done, the Si Otan program seeks to understanding the wishes of the community and being open about what is currently the main topic among the community, controlling the tension and variations of Si Otan programs and knowing who is watching Si Otan programs, as well as programs that continue to develop are the keys so that the audience does not feel bored in watching Si Otan programs. (MSG Key Informant, January 28, 2022)

Si Otan program also has an initial goal that underlies the creation of this program, as explained by the following informant:

The Si Otan program exists because of animal conservation. In 2008, the year when the Si Otan program was created, when there was a lot of animal poaching and this still happens to this day. From there the team set out to create the Si Otan program which could educate the audience to appreciate and love living things more than animals. (Key informant, MSG, 28 January 2022)

As an animal lover and involved in matters related to the animal world, the program for Si Otan is sufficient to add insight regarding the animal world, by raising topics that are becoming a trend among animal lovers, their light demeanor and also unique and teach especially for children the importance of protecting animals makes the program has its own charm. (ZN Supporting Informant, 12 February 2022)

Based on the results of these interviews, it can be stated that the Si Otan program has its own charm, especially in the realm of children and animal lovers, because apart from introducing and educating about the animal world. The Si Otan program also invites the audience to protect animals and maintain the survival of both protected and unprotected animals.

Source: Youtube.com
Figure 7. Si Otan Icon Weeps in the Grave

Source: Youtube.com
Figure 8 Si Otan Icon Crying Seeing A Tiger Being Shot by a Hunter

4. CONCLUSION

Based on the results of the research "Si Otan Programming Strategy in Trans7 in Maintaining Ratings" obtained through the interview process, the conclusions obtained are as follows:

First, from the Compatibility programming strategy, it is already quite good in terms of program preparation, and already has a correspondence between the program and the daily lives of different listeners. Second, from the programming strategy, Habit Formation, in this case the Si Otan program has succeeded in building new views in society about the elements of entertainment and education in animated presentations that teach about the animal world. Third, from the programming strategy of Controlling Audience Flow, the Production Team for the Si Otan program can control the tension and variety of the program and find out who is watching the program according to its segmentation. Fourth, the programming strategy for the Conservation of Program Resources in terms of material packaging, concept innovation, and content innovation is very good because all aspects improve skills and packaging evenly and improve program quality in all respects. Fifth, from the Breadth of Appeal Programming strategy, the program's appeal is quite strong considering that the packaging of Si Otan's program is unique and has its own characteristics that not many other children's programs have.

From this description it can be concluded that the programming strategy for the Si Otan program which was broadcast by TV-Trans7 showed significant results and has implemented a programming strategy according to Sydney W. Head which includes these five elements, namely; a) Program Compatibility, b) Habit Formation, c) Control of Audience Flow, d) Conservation of program resources, and e) Breadth of appeal, everything is in line and well done, so that it can determine the success and survival of a program with many viewers and contains educational content.

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