ABSTRACT

PRODUCER ROLE IN IMPROVING THE PERFORMANCE OF REPORTERS AT THE EVENT PROGRAM *"NGOPI EUY"* ON BANDUNG TV

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This essay Under The Guidance:,
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This study to determine that the producers role in enchasing productivity in the activities of reporter at the event program (Ngopi Euy) on Bandung TV. To see how their role, researchers try to analyze the elements: ***hope, behaviour, position, and media used*** *by producers.*

This is the type of qualitative research with using a descriptive survey research method. Data which in getting most is through observation, supported by interview and literature study with internet searching. The subject of the research at the same time the informant here was the Producer in the Ngopi Euy agenda program in Bandung TV. For the technique sampling that was used was Total Sampling, where as the analysis technique used the descriptive analysis technique qualitative

The results showed, producer role in improving the performance or reporters at the event program (Ngopi Euy) on Bandung TV with element: hope, behaviour, position and media used showed satisfactory results. But in an effort to encourage journalist to develop a quality programming itself must continue to do so could create audience interest in this program being better.

The conclusion showed the role from the producer to make a good agenda program and was entertained the spectators, because this hope also was the provisions that his characteristics absolute was as the provisions of the company basically.

The suggestion for the company to hold or obeyed enclosed the producer and his reporter in the activity like seminars or the training in order to increases the quality of the work producer-reporter. So as Bandung TV will personally have the good quality also in the aspect of the quality of the picture, audio, the agenda program, but also that was other.