

ABSTRAK

Siti Farichatun Nissa'. 170531100108. Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Budaya Universitas Trunojoyo Madura. Manajemen Program Siaran Acara Bincang-Bincang Potensi dan Pariwisata di Radio Kartini FM Jepara Periode Bulan April 2021. Di bawah bimbingan dari Dr. Bani Eka Dartiningsih, S.Sos., M.Si.

Penelitian ini dilakukan dengan tujuan untuk mengetahui fungsi manajemen pada program siaran acara bincang-bincang potensi dan pariwisata di Radio Kartini Jepara Periode Bulan April 2021. Program siaran acara bincang-bincang potensi dan pariwisata merupakan program acara radio yang mengangkat tema ada apa dengan taman wisata Loka Jaya. Bincang-bincang ini menyuguhkan tentang potensi dan pariwisata di Jepara. Acara ini hadir di saat kuatnya arus modernisasi yakni viralnya objek wisata tersebut di masa pandemi, meskipun objek wisata tersebut belum sepenuhnya jadi. Hal ini menarik perhatian publik khususnya media untuk dijadikan bahan perbincangan. Menurut penulis, acara ini sangat menarik diteliti mengingat banyaknya program siaran di tengah pandemi.

Metode yang digunakan adalah metode penelitian deskriptif kualitatif. Teknik pengumpulan data menggunakan teknik wawancara, observasi dan dokumentasi. Untuk menganalisis dan mengolah data, peneliti menggunakan metode Analisa interaktif oleh Miles dan Huberman yaitu: reduksi data, penyajian data, penyimpulan dan verifikasi.

Dalam penelitian ini, peneliti menggunakan teori manajemen dari George R. Terry. Hasil penelitian menunjukkan bahwa manajemen program siaran acara bincang-bincang potensi dan pariwisata di Radio Kartini 94,2 Fm Jepara Periode Bulan April 2021 sudah berjalan dengan lancar berdasarkan fungsi manajemen, baik dari segi Perencanaan (*Planning*), Pengorganisasian (*Organizing*), Pelaksanaan (*Actuating*), dan Pengawasan (*Controlling*). Selain itu, juga menggunakan asas program yakni entertaining, educating, proximity, reality, interactivity, dan sustainability.

Kata kunci: Manajemen, Program Siaran, Radio

ABSTRACT

Siti Farichatun Nissa'. 170531100108. Communication Studies Program, Faculty of Social and Cultural Sciences, Trunojoyo University, Madura. Program Management of Potential Talks and Tourism Programs at Radio Kartini FM Jepara April 2021 Period. Under the guidance of Dr. Bani Eka Dartiningsih, S.Sos., M.Si.

This research was conducted with the aim of knowing the management function of the potential and tourism talk show broadcast program at Radio Kartini Jepara April 2021 Period. The potential and tourism talk show broadcast program is a radio program with the theme what is wrong with the Loka Jaya tourist park. This talk show presents the potential and tourism in Jepara. This event comes at a time when the current of modernization is strong, namely the virality of the tourist attraction during the pandemic, even though the tourist attraction is not yet fully finished. This has attracted the attention of the public, especially the media, to be used as a topic of discussion. According to the author, this event is very interesting to study considering the number of broadcast programs in the midst of a pandemic.

The method used is descriptive qualitative research method. Data collection techniques using interview techniques, observation and documentation. To analyze and process the data, the researcher uses the interactive analysis method by Miles and Huberman, namely: data reduction, data presentation, inference and verification.

In this study, researchers used the management theory of George R. Terry. The results showed that the management of the potential and tourism talk show broadcast program at Radio Kartini 94.2 Fm Jepara April 2021 Period had run smoothly based on management functions, both in terms of Planning, Organizing, Actuating, and Supervision. (Controlling). In addition, it also uses the program principles, namely entertaining educating proximity reality interactivity and sustainability.

Keywords: Management, Broadcast Program, Radio