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ABSTRAK

Penelitian ini bertujuan untuk mengkaji proses produksi program talkshow More Ning Show di TV9 Surabaya, dengan fokus pada dua episode, yaitu “Anak Tantrum dan Pertumbuhan Emosional” serta “Saepudin Aja Level Up, Masa Kamu Masih Ngestuck?”. Program ini ditujukan bagi perempuan, khususnya ibu rumah tangga, dengan konten seputar parenting, gaya hidup, dan pemberdayaan perempuan Muslim. Penelitian ini menggunakan metode kualitatif dengan pendekatan konstruktivisme. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi terhadap informan yang terlibat langsung dalam proses produksi, meliputi produser, sutradara, penulis naskah, editor, dan kru teknis. Analisis data dilakukan melalui tiga tahapan: reduksi data, penyajian data, dan penarikan kesimpulan. Validitas data diperkuat dengan teknik triangulasi sumber. Hasil penelitian menunjukkan bahwa proses produksi More Ning Show terdiri atas tiga tahap utama, yaitu pra-produksi, produksi, dan pasca-produksi. Tantangan yang dihadapi tim produksi mencakup ketidaksesuaian jadwal narasumber, beban kerja yang tidak seimbang, serta keterbatasan perangkat pascaproduksi. Meski demikian, program tetap dapat berjalan secara optimal berkat fleksibilitas dan kolaborasi yang kuat dalam tim. Program ini berhasil menghadirkan konten edukatif yang menyampaikan nilai-nilai Islami secara relevan dan inspiratif kepada audiens perempuan.

Kata Kunci: Produksi televisi, Talkshow, TV9 Surabaya

Eka Nur Lailatul Fadhillah. NIM. 210531100035. Communication Studies Program, Faculty of Social Sciences and Cultural Sciences, University of Trunojoyo Madura. "Production Analysis of the Talk Show Program More Ning Show on TV9 Surabaya"

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ABTRACT

This study examines the production process of the More Ning Show, a talk show broadcast on TV9 Surabaya, focusing on two episodes: "Anak Tantrum dan Pertumbuhan Emosional" and "Saepudin Aja Level Up, Masa Kamu Masih Ngestuck?". The program is designed for women, particularly housewives, offering content on parenting, lifestyle, and the empowerment of Muslim women. Utilizing a qualitative method with a constructivist approach, data were collected through in-depth interviews, participant observation, and documentation involving key production personnel, including the producer, director, scriptwriter, editor, and technical crew. Data analysis followed three stages: data reduction, data presentation, and conclusion drawing, with data validity reinforced through source triangulation. The findings reveal that the production process comprises three main phases: pre-production, production, and post-production. Challenges faced by the production team include scheduling conflicts with guest speakers, uneven workload distribution, and limitations in post-production equipment. Despite these obstacles, the program continues to operate effectively due to the team's flexibility and strong collaboration. The show successfully delivers educational content that conveys Islamic values in a relevant and inspiring manner to its female audience.

Keywords: Television production, Talk show, TV9 Surabaya