

PROGRAM PRODUCER'S STRATEGY "HOW COULD IT GO VIRAL" IN ATTRACTING THE INTEREST OF VIEWERS ON NUSANTARA TV

Fadila Saskia

Faculty of Social and Political Sciences, Muhammadiyah University Jakarta

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Korespondensi: Email:

fadilahsaskia02@gmail.com



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Abstract

Each television station presents programs that it produces with various types of programs to attract the interest of a wide audience, including Nusantara TV. This research aims to determine the strategy of the "How Can It Go Viral" program in attracting audience interest using a descriptive qualitative approach and program strategy theory put forward by Morissan (2008). Data was obtained through interviews and documentation. In this research there are key informants and supporting informants as well as triangulation of sources as a test of data validity. The results obtained in this research refer to Morissan's theory, which has four aspects of strategic management of broadcast programs.

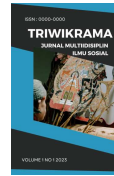
First, the program planning carried out by the "How Can It Go Viral" Program on Nusantara TV is to use a comprehensive approach in its efforts to attract the attention of the audience. Then secondly, producing and purchasing programs is by selecting up-to-date content plus making direct productions using videos from YouTube. Followed by the third, namely program execution, in this case the "How Can It Go Viral" program involves and evaluates audience preferences, fourth is monitoring and evaluating the program, the "How Can It Go Viral" program continues to monitor and evaluate ongoing programs. This is done to keep the program relevant and interesting for the audience, who are expected to be able to adapt to the needs and changes that occur in the broadcasting industry

Keywords: Digital Television, Program Strategy, Nusantara TV.

INTRODUCTION

Mass communication plays an important role in spreading information, ideas and culture to society. Through various media such as newspapers, magazines, radio, television, and films, messages can be accessed by many people quickly and efficiently, influencing the way people obtain information, form opinions, and participate in social and political life. Every individual has a need for entertainment to reduce fatigue and tiredness from daily routines. Television, as one of the popular mass media, offers audiovisual entertainment that can be enjoyed by various groups with its ability to provide various programs that viewers like. Television also acts as a mass communication medium (Pratama, 2020).

The world of television is following the digitalization era by utilizing social media to develop digital television programs. Digital technology allows media to be integrated in conveying information, including digital television. A concrete example is viral content or news on social media that can be adapted by digital television with more detailed development to find unique or interesting news. This shows the integration between social media and digital television in presenting the latest information.



Strategy is long-term planning to achieve certain goals, by determining the activities that need to be carried out for optimal results. This strategy pattern involves goals, policies, and plans that consider organizational strengths, both internal and external. The focus of the strategy is to provide clarity on the programs that will be carried out by the organization, including planning broadcast industry programs that are important in attracting and retaining audiences. Therefore, television stations must plan programming strategically for events that attract and maintain audience interest.

The results of a Nielsen Indonesia survey entitled "*Streaming Content Ratings*" show that television use in Indonesia has decreased drastically since before the Covid-19 pandemic, while internet use has increased sharply. In the third quarter of 2022, the percentage of TV viewers in Indonesia was 81.1%, down from 93.7% in the third quarter of 2019. On the other hand, internet users rose to 76.7% in the third quarter of 2022, an increase from 55, 1% in the third quarter of 2019. Despite the increase in internet use, Nielsen Indonesia noted that TV still has the largest penetration in Indonesia, beating the internet. The increase in internet access in Indonesia has led to a decline in the number of TV viewers, but according to Nielsen Indonesia, this does not mean that the internet will replace TV. Hellen Katherina, Executive Director of Nielsen Indonesia, emphasized that TV and the internet do not compete, but complement each other. Based on a survey conducted on 11,500 TV user respondents and 3,700 cellphone user respondents aged 10 years and over, during the period June-August 2022 in 11 major cities in Indonesia, including Bandung, Banjarmasin, Denpasar, DKI Jakarta, Surabaya, Yogyakarta, Makassar, Medan, Palembang, Semarang and Surakarta. Hellen can explain that in terms of gender, 51% of TV users are women and 49% men, while internet users consist of 48% women and 52% men. In terms of age, TV reaches more adults aged 40 years and over, while the internet is more popular among young people aged 30 years and under (Jannah, 2023).

The "*How Can It Go Viral*" program is a repackaging program that airs every Monday to Sunday at 15.00-16.00 WIB and is broadcast again at 23.00-00.00 WIB. In its broadcast, the "*How Can It Go Viral*" Program has 9 viral sequences or rankings with a duration ranging from one to two minutes, each ranking also displays the source of the video material. This program is included in the information program which presents various topics ranging from phenomena, technological developments, with audience segmentation open to the public which is produced by utilizing the internet, especially YouTube content.

Similar programs have also been found, such as the program "*How Can It Go Viral?*" One of which is the program "*On The Spot*" which is broadcast in repackaged form on the Trans 7 television station. The repackaged program format is a program with video material in the form of shoot-shoots or material that has been published is then combined into a broadcast program. The "*On The Spot*" program follows the presentation strategy of the "*Kok Bisa Viral*" program, namely presenting unique and interesting YouTube content (Setiawan, 2020).

Research Objectives

From the problem formulation above, the aim of this research is to find out:

1. The planning strategy carried out by the program "*How Can It Go Viral*" on Nusantara TV to attract audience interest.
2. Production strategy to maintain the quality of television programs carried out on the "*How Can It Go Viral*" program on Nusantara TV.
3. Production program execution strategy carried out by the "*How Can It Go Viral*" program on Nusantara TV.
4. Production Monitoring and Evaluation Strategy carried out by the "*How Can It Go Viral*" program on Nusantara TV.



LITERATURE REVIEW

Mass Communication

Mass communication can be defined as the process of conveying messages to a wide audience through various media channels, such as television, radio, newspapers, magazines and the internet. The main purpose of mass communication is to disseminate information, influence opinions, form attitudes, and change mass public behavior. It is one of the most important ways of spreading ideas, values and information in a modern, globally connected society.

Television

Television is a communication tool that has an information function, an educational function, and an entertainment function. According to Effendy (in Juddi, 2019: 138), television is part of the success of a series of television stations that involve many members or teams with various types of expertise, both as cameramen, image editors or interrelated reporters. Based on the theoretical explanation above, it can be concluded that television is a visual communication medium that allows users to receive information, entertainment and various other content in the form of moving images and sound. Television usually uses radio waves or cables to transmit its signals from the transmitting station to the television receiver in the user's home. Television has become one of the main means of conveying news, entertainment programs, sporting events and other information to the wider public.

Announcer

According to (Fachruddin, 2020:64), broadcasting is a process of communicating from one point to the audience, namely a process of sending information or message content from a person or producer to the public through the process of transmitting electromagnetic waves or higher waves.

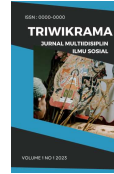
According to Law Number 32 of 2002 (in Wahid, 2022: 213), broadcasting is the activity of disseminating broadcasts through broadcasting facilities and transmission facilities on land, at sea or in Antarctica using the radio frequency spectrum via air, cable and other media to be able to recorded simultaneously by the public and broadcast receiving devices

Interested in Watching

According to Hurlock (in Trygu, 2021:16), interest is a source of motivation that encourages people to do what they want if they are free to choose. From Hurlock's opinion it can be concluded that an interest can be a source of motivation if the person is in a condition of free choice. So, interest is motivation or in other words motivation is interest with the conditions stated by Hurlock. Meanwhile, watching in the Big Indonesian Dictionary is seeing (performances, pictures) live more than once. So, interest in watching is a strong desire and interest in a show that arises from within a person after accessing and watching it.

METHODOLOGY

This research uses a qualitative approach because this qualitative approach is suitable for examining television program strategies in attracting interest in watching in depth. This qualitative approach can also explore the Strategy of the Producer of the *"How Can It Go Viral"* Program in attracting audience interest.



RESULTS AND DISCUSSION

1. The planning strategy carried out by the “*How Can It Go Viral*” program on Nusantara TV is to attract audience interest

Based on the explanation above, the author concludes that the “*How Can It Go Viral*” program on Nusantara TV implements a comprehensive strategy to increase its appeal. This strategy includes continuous evaluation of audience preferences, actual theme selection, and strategic broadcast schedule determination. Budget efficiency is achieved through the use of high quality internet content. The production team regularly evaluates performance and utilizes viewer feedback to improve the program. This approach allows “*How Can It Go Viral*” to remain relevant, interesting, and efficient in its use of resources, while continuing to adapt to audience needs

2. The production strategy used by the “*How Can It Go Viral*” program on Nusantara TV is to attract audience interest

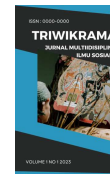
The production strategy used by the “*How Can It Go Viral*” program on Nusantara TV is to attract audience interest. The production strategy for the program “*How Can It Go Viral*” on Nusantara TV is to use an in-house approach which gives the production team full control. The “*How Can It Go Viral*” program utilizes high quality YouTube content without watermarks to reduce costs. Themes are chosen by the producers and creative team, focusing on viral topics. The production process includes theme selection, research, script writing, visual shooting, voice over recording, and editing. Quality is maintained through previews and revisions before going live, and distribution is optimized with the Fusion system. Audience research is used to determine interesting themes, produce interesting, relevant and efficient content, paying attention to legality and quality.

3. The production program execution strategy carried out by the “*How Can It Go Viral*” program on Nusantara TV is to attract audience interest

The execution strategy for the “*How Can It Go Viral*” program on Nusantara TV involves analyzing audience demographics and competitors' schedules to determine optimal broadcast times, ideally during prime time or during the day. The program manager coordinates with the traffic department and promotion manager to ensure broadcasting according to the right promotional plan and strategy. This program usually airs between 15.00-16.00 and 23.00-00.00, a suitable time for viewers to relax with their families. Scheduling also pays attention to KPI rules for audience age suitability. The production team focuses on interesting and relevant content, following trends and important festive moments such as Ramadan, Christmas and Chinese New Year. This strategy maximizes the program's appeal while adapting to societal trends and programming team decisions.

4. The program monitoring and evaluation strategy carried out by the “*How Can It Go Viral*” program on Nusantara TV is to attract audience interest

The monitoring and evaluation strategy for the “*How Can It Go Viral*” program on Nusantara TV shows a comprehensive and adaptive approach in an effort to attract audience interest. The program implements a continuous evaluation system that focuses on audience analysis and current trends. The production team routinely carries out evaluations, especially when the number of viewers has not increased for several periods. This analysis includes a variety of factors, with particular emphasis on theme selection and content relevance. The explanation is related to the monitoring and evaluation process explained by Morissan in his book. The monitoring and evaluation process determines how far a plan and goal has been achieved or realized by broadcasting stations, departments and employees. Periodic evaluation activities for each individual and department allow general managers to compare actual



performance with planned performance (Morissan, 2020: 302).

5. Interest of Viewers of the Program "How Can It Go Viral"

Based on the research results, audience interest in the program "How Can It Go Viral" is quite high, viewers tend to feel that the program "How Can It Go Viral" is an entertaining program because it shows funny shows plus horror elements, this factor can improve the mood of the audience. The results of this research are in line with Habiburrahman's research which states that several programs are deliberately packaged with a predominance of funny shows in order to increase viewing intensity because entertaining programs tend to be more popular than stiff programs.

CONCLUSION

1. In planning strategy, this program applies innovative strategies to attract and maintain audience interest through thorough planning and continuous evaluation.
2. The production strategy prioritizes an efficient in-house approach, with full control over the production process.
3. At the execution stage, this program uses a comprehensive approach by utilizing analysis of audience demographics and competitor schedules to determine optimal broadcast times, such as prime time or midday.
4. Monitoring and evaluation is carried out continuously and adjustments are made to the latest trends. The program regularly assesses content relevance and viewership performance, especially when viewership is stagnant.

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