

CREATOR CONTENT COMMUNICATION STRATEGY IN MAINTAINING THE EXISTENCE OF THE LAPOR PAK COMEDY EVENT PROGRAM

Kurnia Intisyah Nurmanita, Farid Hamid Umarella

Mercu Buana University

kurnianurmanita@gmail.com, farid.hamid@mercubuana.ac.id

Abstract. In the era of convergence, conventional media must follow the current developments of the times. Industry players, especially in the creative television industry, must not turn a blind eye to the current conditions so as not to be degraded and eroded by the rapid flow of technological development. One of the program programs, namely Lapor Pak, sees this condition and tries to take advantage of it in an effort to maintain its existence amidst the Covid-19 pandemic and the emergence of other comedy sketch programs. This research uses a case study method with a constructivist paradigm with data collection techniques in the form of interviews, observation, document study and literature study. The research results show that the Lapor Pak Program can maintain its existence by utilizing the convergence of media such as YouTube, Tiktok and Instagram, apart from that the Lapor Pak Program has succeeded in creating its own characteristics for its program, making it different from other comedy sketch shows. The supporting factors for the Lapor Pak program in maintaining its existence are strong chemistry between the players, each player in Lapor Pak has its own comedic character so that the comedy message can be conveyed well, and a variety of guest stars, while the inhibiting factor for the Lapor Pak Program is the implementation of policies. PPKM by the government resulted in the report sir program not being broadcast for several days.

Keywords: Event Program; Report Pak; Comedy; Existence; Convergence

INTRODUCTION

Background of the Problem. Every day, various programs are broadcast on TV channels, there are a lot of them and they are very different in nature. In principle, anything can be considered a television broadcast program, as long as it is interesting, popular with viewers, and does not violate applicable standards or laws. Maximum creativity is required from TV station managers to create various interesting programs. The word "program" itself comes from the English word "programme" which means "event" or "plan". A program is anything broadcast by a broadcasting station to meet the needs of its viewers.[1]

One of Trans7's current flagship programs is the Report Pak program. If we talk about the competitors of this program, there may be some that have similarities, although the differences also look quite significant. For example, the first shows to appear were OVJ, Sahur Seger, Becanda but Santai and Pesbukers. However, with different concepts, characters and themes every day, the Lapor Pak program is currently quite prominent. We know that in the era of Covid or the pandemic which is still affecting Indonesian society, Trans7 bravely presented a talk show with a humorous concept which premiered in early 2021. Making the comedy talk show Lapor Pak loved by many people. Report Pak airs Monday to Friday on Trans7 with prime time broadcast time, namely 21.30 WIB. With an audience segment from ages 13 and over. With a duration of 75 minutes + advertising. Report Sir is an entertaining show for many people. This is proven by their achievements in the Most Popular Non-Drama primetime program award at the 2021 Indonesian Television Award (ITA) held by private television stations RCTI and Global TV. The Lapor Pak program beat the nominations of its competitors, Indonesian Dangdut League (Indosiar), on the Spot (Trans7), Mata Najwa (Trans7) and OVJ (Trans7).

The Lapor Pak program has a character, namely that this program consists of 4 segments starting at broadcast time at 21.30 WIB with a duration of 75 minutes. The hosts of this program consist of Andre Taulany, Ayu Ting Ting, Andika Pratama, Wendy Cagur, Kiky Sahputri and Gilang Gombloh. It is believed that the collaboration of junior and senior comedians will be able to make this program lively and entertaining. The Lapor Pak program is not the only comedy talk program in Indonesia, there are still many programs that are similar to it. Namely the TransTV Tendean clinic which has a strong character in terms of comedy and discusses important information about the world of health which is

discussed interestingly with a certain doctor as a resource person, there is also OVJ on Trans7 which is loaded with a comedy concept with the character of the initial event idea being a puppet show – wayangan, Pesbuker on ANTV with their strong characters that present many artists in one frame.

But apart from that, the Lapor Pak program, which has just been broadcast on Trans7, seems to have an important position in the hearts of its viewers. It can be said that this program was very successful in entertaining its loyal viewers with mature production from the team of course. We know that during the current pandemic, most people are still doing their activities at home, therefore there is a need to provide entertaining shows with comedy concepts such as Lapor Pak. The Lapor Pak program, which was broadcast during a pandemic, has a unique concept because it is set in a police station which parodies criminal cases, current issues and celebrity gossip with a delivery method that invites laughter from the audience. Interestingly, this program also invites guest stars who will also play various roles which can certainly entertain viewers at home. The guest stars presented in the Lapor Pak program are also public figures who are currently being hit by hot issues. Even though this program is still relatively new, this program has a high rating and is in third place for shows broadcast on Trans7 after The Police and On the Spot. What's interesting is that the Lapor Pak program is often included in the top 50 overall television program ratings.

Apart from the good ratings, the Lapor Pak program has a challenge, namely that it must be able to compete with other comedy programs on television and currently the one that is being developed is YouTube, the comedy genre that is presented must be in accordance with the current tastes of society, otherwise Lapor Pak will follow previous comedy programs such as Opera Van Java and Fesbukers. Thanks to advances in technology, television is no longer the only entertainment for people, plus on television there are advertisements that cannot be paused. Apart from that, during the Covid-19 Pandemic there were regulations regarding restrictions in closed spaces which made the Lapor Pak Program have to reduce the number of people in the studio, this is also a challenge for the Lapor Pak Program, in a pandemic situation the Lapor Pak program must be able to present entertaining comedies. society so that its existence is maintained.

Formulation of the Problem. In this thesis, the author chose a case study analysis of the content creator of the Lapor Pak program which has a strategy in maintaining its existence amidst other television entertainment programs and has gone through difficult times, namely Covid-19. Apart from that, the author also researched what factors support and hampering the content creators of the Lapor Pak program in their efforts to maintain their existence in society. In the production process of a program, it can be said that a media is influenced by the people who work on that media. The way individuals do this is because they have subjective values, from these values an objective view will be formed. Berger terms this as objectification, this applies to every media.

Research Purposes. Based on the problem identification above, this research has the following objectives, namely:

- 1) Analyze and review content creator communication strategies in maintaining the existence of the Lapor Pak program
- 2) Analyze and examine the supporting and inhibiting factors for content creators of the report sir program in an effort to maintain its existence.

LITERATURE REVIEW

Communication Strategy. According to Stephanie K Marrus in the book Abd. Rahman Rahim and Enny Radjab strategy can be defined as determining the planning process of leaders with long-term goals for the organization, accompanied by various efforts to achieve the organization's goals. In general, strategies are prepared to form a response to external changes that may occur outside the organization. These external changes will be responded to by the organization's internal ability to minimize threats from outside to maximize the benefits obtained from the organization by demonstrating the organization's current advantages.

Strategic planning functions to maintain stability and improve performance in the organization. An organization's inability to formulate a strategy will have a shock effect on the organization. So the importance of organizations in carrying out strategic planning is something that

must be done. Organizations that have a clear strategy will have superior performance compared to organizations that have an unclear strategy.

Keniehl Ohmae in Abd. Rahman Rahim and Enny Radjab compared three types of thinking processes, namely mechanical, intuitive and strategic thinking. Of the three ways of thinking, only the strategic way is superior and creative compared to the mechanical and intuitive way. The more creative you are in solving problems, the more you will minimize the level of distress both now and in the future. Thinking strategically requires several stages such as problem identification, problem grouping, abstraction process, method determination and implementation planning.

Media Convergence. The term "media convergence" is familiar today, often referring to a variety of different processes. Media convergence is the merging or merging of mass communication outlets, such as print media, radio, television, internet, along with portable and interactive technologies, through various digital presentation platforms. In simple terms, convergence combines several conventional media in one form of digital media. Such as music player, messenger and telephone applications combined in one medium in the form of a cell phone.

In this era, the use of the word media convergence is increasingly leading to the joining of various forms, both media and communication technology, in one form of digital communication. Technological convergence allows the media industry to produce more diverse media or media platforms. For example, a newspaper company that not only has electronic print media, but also provides media in digital form. So that professionals in the field of mass media can convey news and present information and entertainment using various types of media because converged communication provides various tools for delivering news and allows consumers to choose the level of interactivity, while directing the delivery of the content themselves.

The technological revolution, such as the convergence of several media that occurred in society, for Rivers L. William et al., was able to increase the size and efficiency of print media, as well as give rise to various new media such as film, radio and television. The existence of electricity also triggers factory and transportation energy, becoming the basis for the emergence and development of these three media. The emergence of more diverse media helps people to be free to choose, to be disseminators of information or recipients of information, both actively and passively. So that individual communication and mass communication fade away. This is another reason for the media to produce various types of media such as print, audio, visual, audio-visual and online. So that people are free to determine the content and use of what kind of media as a means of information, the most important thing is that it is still within the scope of the same media company.

Televisions Programs. Television programs are created and presented so that the audience is interested and ultimately watches the broadcast of the program. Therefore, television programs must be made as interesting as possible to attract the audience's attention. Programs that always follow trends, are interesting, and are packaged in a different nuance from other television stations are an attractive choice for the audience.

Types of Television Programs. According to Morissan, M.A. Broadcast Media Management: Strategy for Managing Radio & Television. The types of television programs are divided into 2, namely:

Information Program. Information programs are all types of broadcasts whose aim is to provide additional knowledge (information) to the audience. The appeal of this program is information, and that information is what is "sold" to the audience. Information programs can be divided into 2 large parts, namely:

- a. Hard News (hardnews). All important and/or interesting information must be broadcast immediately by broadcast media because it must be broadcast immediately so that it can be known to the audience as quickly as possible. Hard news can be divided into several forms of news, namely: Straight News, Features, and Infotainment.
- b. Soft News (Soft News). All important and interesting information that is conveyed in depth but does not have to be broadcast immediately. News that falls into this category is broadcast on a separate program outside the news program. Programs that fall into this soft news category are: current affairs, magazines, documentaries and talk shows.

Entertainment Program. Entertainment programs are all forms of broadcasts that aim to entertain audiences in the form of music, songs, stories and games. Programs included in the entertainment category are:

- a. A game or game show is a form of program that involves a number of people, either individually or in groups (teams), who compete with each other to get something. Game programs can be divided into three types, namely: Quiz Show, Dexterity Show, and Reality Show.
- b. Music programs can be displayed in two formats, namely video clips or concerts. Music programs on television today are largely determined by the artist's ability to attract audiences. Not only based on sound quality but also based on how to package the appearance to make it more attractive.
- c. A performance is a program that displays the abilities (performance) of a person or several people at a location either in the studio or outside the studio, indoors or outdoors.
- d. Drama programs are performances or shows that present stories about the life or character of a person or several people (characters) played by actors (artists) that involve conflict and emotions. A drama will follow the lives or adventures of the characters. Television programs included in drama programs are films and soap operas.

Broadcast Program. Television broadcast programs in Indonesia are generally produced by the television station concerned. Television stations can choose programs that are interesting and have selling points to advertisers, while television program production companies can make a profit from their production.

The distribution of broadcast programs based on the process is as follows:

1. Live Broadcast (Live). The production process is carried out simultaneously with the broadcast or broadcast to the audience. Live broadcasts do not go through an editing process first. In its development, live broadcasts originate from outside the television station area. In certain plans there are also those that combine the two.
2. Indirect Broadcast (Taping). A broadcast whose production process does not coincide with the broadcast. The production process was carried out first and then refined through the editing process. Results that are considered perfect are then saved in the form of DVCAM cassettes (according to national television station standards) so they can be broadcast.

Comedy Sketch Program. Dewojati explained that the origin of the word comedy is *comoida* which means "to make happy". The main actor in a comedy play is usually depicted as the bearer of happy ideas. Comedy is a genre in drama that provides entertainment for the audience. So, it can be said that a comedy sketch is a literary work that is performed or performed with a plot or storyline that contains elements of entertainment. A comedy sketch is a literary work that can give joy or happiness to the audience. states that comedy sketches are light dramas that are entertaining and contain hilarious dialogue that is satirical and usually ends in happiness. Based on the opinion above, a comedy sketch is a drama that makes people laugh, happy with a behavior or event presented in the storyline. Comedy has the following characteristics: it may depict a serious subject and perhaps also a light subject; act out events that might and seem to happen; everything that happens arises from the characters and not from the situation;

Existence. According to the Big Indonesian Dictionary, existence is existence, a presence that contains elements of survival. Meanwhile, according to Abidin Zaenal (2007:16) "Existence is a dynamic process, something, becoming or existing. This is in accordance with the origin of the word existence itself, namely *eksistere*, which means coming out of, going beyond or overcoming. "So existence is not rigid and stopped, but flexible or springy and experiences development or, conversely, decline, depending on the ability to actualize its potentials" (Bakker 2018)

So it can be concluded that existence is a way for humans to actualize themselves or the potentials that exist within them, so that their existence can make them meaningful or significant. So here it can be seen that with this existence humans can play an active role in everything to determine the nature of their existence in the world so that humans can be encouraged to always carry out activities according to their choices in their lives and be brave in facing various challenges in the world outside themselves.

Creator Content. The program creative team is several creative people who are members of a team with the task of creating and developing ideas and putting them into the form of a program design. The task and function of the program creative team is to study the wants and needs of the community based on survey results and critical/sensitive observations. Carrying out competitive strategies to find out competitors' weaknesses and advantages. Identifying strengths includes human resources, equipment and so on. Design and review program ideas (internal/external) into program designs. Develop program ideas based on community desires and prepare program designs.

In Sundawa and Trigartanti's scientific work entitled *The Content Creator Phenomenon in the Digital Era*, "Content creators are part of a creative team consisting of writers, illustrators, photographers, videographers and so on. A person can be called a content creator when he is able to create content that is meaningful for a group of people or a community that has great power. "Content can create a crowd, which is a strategic form in the world of social and marketing."

METHOD

The paradigm used in this research is a constructivist paradigm. The qualitative research paradigm is usually associated with qualitative research which is descriptive, analytical, comparative, focuses on meaning, and the data obtained can be through observations and document analysis. This paradigm views that reality is the result of construction or formation of humans themselves. The constructionist paradigm views that the reality of social life is not a natural reality, but is formed as a result of construction.

Therefore, the concentration of analysis in the constructionist paradigm is to discover how the event or reality is constructed, in what way the construction is formed. In communication studies, this constructionist paradigm is often referred to as the paradigm of meaning production and exchange. This is often contrasted with the positivist paradigm or transmission paradigm.

RESULTS AND DISCUSSION

Content Creator Strategy in Utilizing Media Convergence as an Effort to Maintain the Existence of the Report Report Sir Event. The main need for access to various information through various new media. This important role is what encourages television stations to participate in utilizing new media. Media convergence in the media industry is something that cannot be avoided in expanding the dissemination of information to help the media industry. At first everyone could enjoy broadcasts that took place on television. With the presence of internet technology, broadcasts can be stored in the form of video archives that have been broadcast via streaming technology to be sent via internet media, then the public can watch live programs on television broadcasts. (Iskandar 2018)

The presence of social media such as YouTube, Facebook, Instagram, Twitter and Tiktok has changed the way people watch television. The millennial generation rarely sits for hours in front of the television, they tend to choose to use social media via smartphone. Even to watch programs on television, they often use cellphones rather than sitting in front of the television. Social media has become the new television for millennials. The style of watching television has also changed. There is a shift in time and space in watching television. In the past, watching television was a communal activity where audiences watched television together either in public places or in the family room. Now watching television has become a more personal and individual activity since the internet. Audiences also have the power to choose the programs they want to watch. (Iskandar 2018)

Trans7 realizes that high internet use, media convergence and the presence of new media are developments that are inevitable and must be responded to in order to benefit from these changes and be able to compete with other private television industries.

Trans7's official YouTube account contains video footage from all Trans7 programs, one of which is the Trans7 report program, this is Trans7's participation in utilizing media convergence, especially the report sir program which is most often displayed on the YouTube channel. In the researcher's interview with Key Informant I, who is the producer of the Pak Trans 7 report program, he provided the following information:

"In an effort to maintain its existence, the report sir program must follow the changes taking place in society, including the presence of a new, more practical media era, namely YouTube. We

ourselves don't have our own YouTube channel, but clips of report sir broadcasts are replayed on the official Trans7 YouTube account. contribute to increasing the rating of our program, because there can be millions of people watching."

From the informant's answers, the researcher believes that the persistence of the Lapor Pak Trans 7 program so far and the achievements that have been obtained are partly the impact of media convergence. In research conducted by researchers on Trans7's official YouTube account, broadcast footage from the report sir program had a very high number of viewers, exceeding video footage from other programs:

The Report Pak program carries the concept of a comedy situation with the players acting as police and taking place in a police station. This was deliberately done to create a different image from other comedy situations before reporting Sir, with the police concept of course starting with making a report then interrogation and interaction with detainees, This process all becomes a situation which is then processed into comedy by the players.

Apart from that, the concept of a police play taking place in a police station with the reporter, in this case a guest star, of course with their own characteristics, makes the episodes that will be broadcast very diverse, apart from that, the report sir program presents satirical humor and describes the situation. society today, as the researcher's interview with the program producer reports, sir:

"It was deliberately made to be different from the others with the situation at the police station, at the police station there are lots of people reporting, well usually it's the one who reports or the victim is a guest star, so that every day the victim is different and every day the guest star is also different, with their own characteristics and characteristics. different themes"

The report sir program strategy is to use new social media as a means of supporting its existence rather than making these media competitors. This communication strategy has a big impact on the report sir program itself with a range of shares. 9 – 13 % (percentage of people watching a particular program to the total audience across all channels). The use of social media YouTube, Instagram and TikTok means that people can not only enjoy the comedy broadcasts of Report Pak via television, but can watch the report sir program at any time and in any condition.

The success of Report Sir in utilizing media convergence can be measured by the number of shares which ranges from 9 – 13% and the number of followers on social media itself which is very large, on Instagram social media the followers of the official account of Report Sir are 1 million followers and on TikTok 987 .6 thousand followers plus interaction with the audience becomes more communicative, making the report sir program know what the audience wants, this makes the report sir program survive in the midst of other comedy sitcoms that are no longer broadcast, such as pesbukers which stopped broadcasting on December 9 2020

Apart from that, the Report Pak program carries the concept of a comedy situation which is different from the actors acting as police officers and takes place in a police station. This is deliberately done to create a different image from other comedy situations before reporting sir, with the police concept of course starting with making a report then taking it into account. interactions with prisoners, the process all becomes a situation which is then processed into comedy by the players.

Apart from that, the concept of a police play taking place in a police station with the reporter, who in this case is a guest star, of course with their own characteristics, makes the episodes that will be broadcast very diverse, apart from that, the report sir program presents satirical humor and describes the situation. current society.

The broadcast "Report Pak" which often appears on the small screen via Trans7 broadcasts is very popular with the Indonesian people. This is because the cast of the "Lapor Pak" broadcast or known as pasukin, apart from making jokes, they also often criticize using several types of satire, such as harsh sarcasm that can hurt other people's feelings, gentle sarcasm or innuendos played through jokes. The "Report Pak" broadcast is also a broadcast that is always trending every day on several social media, namely Tik-Tok, Instagram, Facebook and Twitter.

Based on the results of the researcher's interview with key informant 2 who said that "Indeed, the jokes that netizens today call edge-of-the-edge jokes have become their own characteristic for reporting, sir, and we will maintain them with the latest innovations, this is strengthened by the players reporting, sir. "The strong ones in comedy like that are Kiki and Andika, right?"

Strategi Konten Kreator Dalam Menciptakan Ciri Khas Tersendiri Dalam Program Acara Lapor Pak. Key Informant I Fori Desniar, who is the producer of Lapor Pak, admits that currently Lapor Pak has become a new trend in the world of comedy. This program combines comedy situations and TV plays. This means that the players will play fixed characters in each segment but not based on a fixed scenario.

"The players are given the freedom to joke around as long as it is within the storyline and concept of the creator team, so it's not stiff and it's easy for the players to make the audience laugh."

Chemistry or a strong feeling of connection between the players

One of the roles of content creators is to build chemistry between players, sir, because if this doesn't happen, the appearance of the report will be less attractive. According to Key Informant I, there are several things that make Lapor Pak popular with viewers and become one of the comedy shows with a high rating. Apart from being produced with a simple script and close to people's daily lives, Lapor Pak is also blessed with actors who have strong chemistry. "I admit that this is the first time there has been a program where the chemistry between the players is this strong because no matter how good the story is, if the chemistry between the players doesn't work, it's not enough. "Here, none of the talents feel the funniest, in fact they support each other,"

On July 21 2021, Tito Karnavian as Minister of Home Affairs announced a new term regarding the PPKM mechanism on a first to fourth level scale (Level I - IV). The government has decided that a region can implement PPKM between levels I - IV with benchmarks based on the rate of transmission and the number of active Covid-19 cases in the region. The higher the PPKM level, the greater the tightening of community activities, conversely, if the PPKM level decreases, it can be estimated that active Covid-19 cases and transmission will decrease so that activities can be relaxed again.

This resulted in the filming process when the PPKM implementation policy had stopped, the presenters and crew agreed to stop filming first due to the Covid-19 condition in Indonesia which continued to soar at that time. Based on an interview with Key Informant I who said that "It's true that at that time we stopped filming, because we considered the conditions at that time which were really high and there were several crew members who were infected."

According to researchers, this policy is for the good of all parties, but on the other hand, it can be an inhibiting factor in maintaining the existence of the Report Pak program because it is possible that the chemistry of the players that has been built will be lost. However, researchers also found that the content creators of Report Pak are very creative by showing special episodes, namely Report. Mr. Best Moment.

During the implementation of the Java-Bali Emergency Community Activity Restrictions (PPKM) policy, temporarily Report Sir! will not broadcast its latest episode starting July 13 2021 and will be replaced with the Best Moment broadcast which features replay footage and stories from the cast while filming Report Pak! taking place.

This was also due to a number of crew members being exposed to COVID-19, even one of the players, Andhika, before PPKM underwent self-isolation due to exposure to the same disease for 14 days and resulted in him being absent from Report Pak! for some time. Apart from that, this took into account the safety of other players who had young children, such as Wendi, who had just been blessed with a third child and also Ayu, especially due to the increasingly severe condition of the COVID-19 pandemic in Indonesia at that time.

According to Key Informant III, during an interview with researchers, he said, "Yes, during PPKM, we, the team of creators, tried to make sure that this program didn't go into a complete vacuum, namely by playing clips of the best moments or funny ones so that people wouldn't forget and we could still exist." Report Sir! returned to the filming process after a brief hiatus, and returned to broadcasting the newest episode starting July 21 2021.

CONCLUSION

The report sir program strategy is to use new social media as a means of supporting its existence rather than making these media competitors. This communication strategy has a big impact on the report sir program itself with a range of shares. 9 – 13 % (percentage of people watching a particular program to the total audience across all channels). The use of social media YouTube, Instagram and TikTok means that people can not only enjoy the comedy broadcasts of Report Pak via television, but can watch the

report sir program at any time and in any condition.

The success of Report Sir in utilizing media convergence can be measured by the number of shares which ranges from 9 – 13% and the number of followers on social media itself which is very large, on Instagram social media the followers of the official account of Report Sir are 1 million followers and on TikTok 987 .6 thousand followers plus interaction with the audience becomes more communicative, making the report sir program know what the audience wants, this makes the report sir program survive in the midst of other comedy sitcoms that are no longer broadcast, such as pesbukers which stopped broadcasting on December 9 2020

Apart from that, the Report Pak program carries the concept of a comedy situation which is different from the actors acting as police officers and takes place in a police station. This is deliberately done to create a different image from other comedy situations before reporting sir, with the police concept of course starting with making a report then taking it into account. interactions with prisoners, the process all becomes a situation which is then processed into comedy by the players.

Apart from that, the concept of a police play taking place in a police station with the reporter, who in this case is a guest star, of course with their own characteristics, makes the episodes that will be broadcast very diverse, apart from that, the report sir program presents satirical humor and describes the situation. current society.

Several supporting factors are the first, strong chemistry between the players, sir, the second is the strong background of the roles of the players, the third is the character adjustment of each player which is considered very appropriate, and the last is the selection of guest stars which according to researchers being the strongest factor in maintaining the existence of the report pak program, the role of content creators in selecting guest stars is very vital, considering that guest stars in the report pak program are one of the elements eagerly awaited by loyal viewers who watch report pak.

Meanwhile, the inhibiting factor was the implementation of the PPKM policy by the government. This made the filming process when the PPKM implementation policy stopped, the presenters and crew agreed to stop filming first due to the Covid-19 condition in Indonesia which continued to surge at that time. This was also due to a number of crew members being exposed to COVID-19, even one of the players, Andhika, before PPKM underwent self-isolation due to exposure to the same disease for 14 days and resulted in him being absent from Report Pak! for some time. Apart from that, this took into account the safety of other players who had young children, such as Wendi, who had just been blessed with a third child and also Ayu, especially due to the increasingly severe condition of the COVID-19 pandemic in Indonesia at that time.

REFERENCES

- Anjani, Ayu Nur. "A Series of Facts from the Other Side Report Sir!" News, 17 August 2021: 3.
- Bakker, Anton. *Philosophy of History*. Yogyakarta: Thafa Media, 2018.
- Bogdan. *Qualitative: Research Basics*. Jakarta: National Enterprise, 1993.
- Dewojati, Cahyaningrum. *Understanding Japanese Period Indonesian Dramas*. Yogyakarta: Oceania Press, 2019.
- Effendy, Onong Uchana. *Communication Science: Theory and Practice*. Jakarta: Rosdakarya Youth, 2010.
- Elvinaro. *Mass communication*. Bandung: refika offset, 2014.
- Endraswara. *Literary ecology methodology: concepts, steps, and applications*. Jakarta: Caps, 2016.
- Fatubun, Andreas. *Report Mr Sabet Indonesian Television Awards 2021*. Surabaya: Ayo Surabaya.com, 2021.
- Herlina, S.ST., M.Kes. *INTRODUCTION TO COMMUNICATION SCIENCE*. Pasuruan: CV Basya Media Utama, 2023.
- Iskandar, Dudi. *Media Convergence; The Mix of Ideology, Politics, and Ethics*. Yogyakarta: Andi Yogyakarta, 2018.
- Iswandi. *Media Regimes: Democratic struggles, journalism, and infotainment in the television industry*. Jakarta: Gramedia Pustaka Utama, 2018.
- Jamal, Hidajanto. *Broadcasting Basics: History, Organization, Operations and Regulations*. Jakarta: Prenada Media, 2017.
- Moleong, Lexi J. *Qualitative Research Methods*. Bandung: PT Pemuda Rosdakarya Bandung, 2015.

- Morissan, "Manajemen Media Penyiaran: Strategi Mengelola Radio & Televisi", Publisher : Kencana Prenadamedia, 2018
- Morissan. Broadcast Media Management: Strategies for Managing Radio and Television. Jakarta: Jakarta Kencana, 2017.
- Mulyana. Qualitative research methodology, a new paradigm in communication science and other social sciences. Bandung: Rosdakarya Youth, 2019.
- Novianti, Evi. General Communication Theory and Its Applications. Yogyakarta: CV. Andi Offset, 2019.
- Nurrahmah. Convergence from Conventional to Digital Media. DEPARTMENT OF JOURNALISTICS UIN ALAUDDIN MAKASSAR, 2017: 31.
- Nuruddin. Introduction to Mass Communication. Jakarta: Rajawali Press, 2017.
- Rachman, Abdul. Broadcasting Basics. Pekanbaru: Unri Press, 2016.
- Rahim, Abdul Rahman. Strategy Management. Makassar: Library and Publishing Institute, 2017.
- Sugiyono. Educational Research Methods Quantitative, Qualitative and R&D Approaches. Bandung: Alfabeta, 2014.
- Trans7. About Us. <https://www.trans7.co.id/about>: Trans 7, 2024.
- Wikipedia. "Trans 7." <https://id.wikipedia.org/wiki/Trans7>, 2024.
- Yin, Robert K. Case Study Design & Methods. West Java: Rajawali Press, 2021.
- Young, Dedy Iskandar. Television Journalism: Becoming a Professional Reporter. Bandung: Bandung Youth Rosdakarya, 2005