

Determinants Of Rating/Share Of Indonesian Television News In The Online Era (The Case Of Mnctv Indonesia)

Arifin Saleh Harahap¹⁾, Mulyadi²⁾, Machyudin Agung Harahap³⁾, Ballian Siregar⁴⁾, Euis Nurul Bahriyah⁵⁾, Andry Susanto⁶⁾

^{1,4,5)}Universitas Esa Unggul, Jakarta

²⁾Universitas Papua

³⁾UPN Veteran Jakarta

⁶⁾Universitas Paramadina

*Corresponding Author

Email: arifin.salehharahap@esaunggul.ac.id

Abstract

The purpose of this study is to identify a plan for sustaining and growing MNCTV news stations' share and rating. This television news station has been around for around 27 years and is still going strong. Despite the fact that the generation at this news station has shifted, this is inextricably linked to the outstanding program rating/share and has a tendency to remain steady. Descriptive qualitative research methodology is used to gather detailed information about the chief editor and three executives involved in news programs. The findings demonstrated that from pre-production to post-production, the editorial team holds regular meetings. Reporters with specialized knowledge of the issue being covered are provided access to all of the materials reviewed during the editorial meeting. Additionally, they stay up to date with technology advancements to improve the screen. To improve the on-screen presentation, news anchors are frequently swapped out for younger, more intelligent candidates. As the times change, news is also posted to official social media profiles on platforms like YouTube, Instagram, and TikTok.

Keywords : Online Era, TV, Rating/Share

INTRODUCTION

Editor-in-chief, executive producer, and producer program managers use TV news rating/share as their main source of information. A high rating or share indicates that the program manager is doing a good job of carrying out their tasks. If the rating/share remains low or does not grow, the person in charge will be examined. Are they able to maintain control over the TV news show? They will be switched out or rotated if they are unable to.

Advertising is the main source of funding for TV news broadcasts in Indonesia. Salary payments to employees, operating expenses, and all program-related costs will be covered by this money. Therefore, for the corporation to make money or turn a profit, all TV news shows need to have a high rating or share. Advertisers will be drawn to a high rating or share.

At first, Indonesian TV news shows could only yield immediate financial gains if they could enhance the TV station's reputation. It is merely an antiquated idea that is no longer valid. Advertisers need to be marketed on news broadcasts. According to Moga (2019), TV news constantly looks to maximize its earnings from broadcast advertising. There is just one metric that matters to advertisers: Is the program's rating or share high? They want to advertise if it's high. They are hesitant to advertise otherwise. It makes no difference if it is merely an extra advertisement among all the ones they run on other highly rated/shared programs. Currently, more money is required to pay for production and personnel salaries if the only paid advertisements that appear in news broadcasts are bonus and low-value commercials. According to Setiadia, Afifi, and Suparno (2021), in order to successfully boost corporate revenue, plans for managing the television industry must start with resources, internal company conditions, and

target markets.

To get a strong TV rating or share, the TV news production crew needs to put in a lot of effort. According to Setiadia, Afifi, and Suparno (2021), time efficiency and flexibility should be used in the administration of broadcasting tasks. Not only should news content be created for young adults who seldom watch TV, but it also needs to be packaged with characters more in line with the millennial generation.

One may argue that, up until now, a TV show's ability to survive or fail is determined by the rating or share it receives. The program will be kept in place if the rating and share are high. The show is a burden to the TV business, thus there's no purpose in keeping it going if the rating/share keeps being off. According to Moga (2019), each media outlet employs a unique approach to draw in viewers. The unprecedented is supported in its emergence by revolutionary technology. The realities of media competition force them to provide engaging media messages for viewers to consume. TV ratings, according to Sereday and Cui (2017), are measurements used to assess television shows. Which news shows work best for the audience will be revealed by the data. The future of the show and its viability are also forecasted using this TV rating. Thus, TV share and rating help shape future programming choices and set expectations. The advertising rates for a TV news program are determined in part by the highs and lows of the program's rating/share.

In Indonesia, a large number of TV news programs have been taken off the air due to insufficient revenue. Programs for entertainment take their place. For instance, RCTI lowered Seputar Indonesia, SCTV decreased Liputan 6, and MNCTV stopped airing criminal news. In the event that live entertainment events sell out, the timetable for these news broadcasts may also be adjusted.

Running a TV news program requires effort. If the show they are in charge of needs to generate a sufficient number of viewers or shares, the executive producers and producers rotate between the roles swiftly. Ratings and shares are the primary goals for an executive producer and producer of a news program. Their position will be changed or relocated to another field if they are unable to reach the goal within the allotted time.

MNCTV Editor-in-Chief Latief Siregar states that the desired rating or share for news shows ought to be at least one digit (10). Should the figure go below this threshold, an assessment is necessary to identify the issue. Why would something like that occur? Within a specific time frame, the producer's job will be assessed if the news program's quality doesn't improve. Although difficult, this is a widely accepted idea. The evaluation of executive producers and producers is intimately linked to the high and low ratings/share of news shows.

According to Briandana and Irfan (2019), the internal team added hosts, used gimmicks, altered studio settings, planned interactive quizzes, made use of social media, and established an effective team communication method in order to increase program ratings. Television broadcasting stations use these technologies as a strategy to stay competitive in the digital age since they have a favorable impact on growing ratings and shares.

Every day, at 03.30–04.30 West Indonesia Time (WIB), *Lintas Inews Pagi*, at 10.00–11.00, *Lintas Inews Siang*, at 10.00–11.00, and *Lintas Inews Malam*, at 12.00–01.00, are the news programs that air on MNCTV. In 1998, this news program started running. This program's share/rating fluctuates greatly based on popular topics or noteworthy occasions. Just now, the rating/share surpassed one digit (10). On the other hand, the rating/share only decreases to 1-2 digits if there is no problem or significant news. It would be interesting to research this: How are news programs at MNCTV managed by the editorial team strategy? When Indonesia implements a digital system on November 2, 2022, TV news managers should find this technique to be a valuable lesson.

Updates Latief Siregar, Editor-in-Chief of MNCTV, stated that news producers are

frequently changed out for fresh perspectives or replaced with younger people. Nevertheless, MNCTV's programming and image continue to rank among the best in Indonesia. This is what motivates the researcher to look into it more: How does MNCTV's executive producer and chief editor manage the news editorial to make it more sophisticated on occasion? What procedures do they follow during the pre-, during, and post-production stages? Beyond that, do they make any additional efforts? Studying this as a subject matter for managing the TV news industry is intriguing.

The national news show in Indonesia is called MNCTV News. The program was once known as *Lintas Siang*. Nonetheless, the term *iNews* was applied to every news in every field of group news in 2017 in an effort to improve the reputation of MNC GROUP news. As a result of this merger, viewers' perceptions of all MNC GROUP TV news stations will improve and they will all seem better.

RESEARCH METHODS

Prior to Production

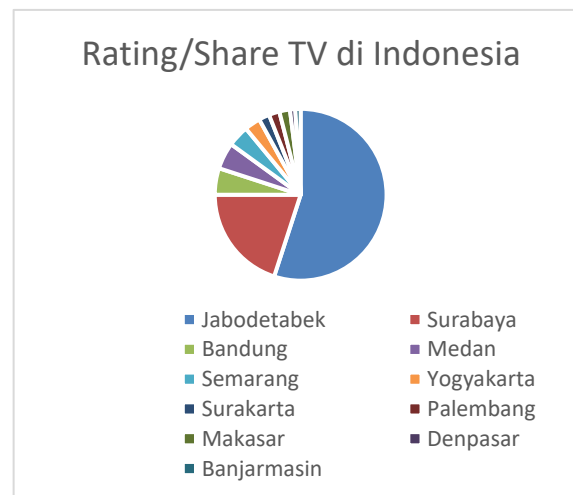
From pre-production to production and post-production, a producer oversees the program. Daily pre-production meetings are used to plan the content that will be covered and aired that day. Producers from both outside and Jabodetabek coverage offer material ideas during the meeting.

The agreed-upon content is turned into a news perspective or wish list. Reporters are then assigned news articles based on their qualifications. The executive producer asserts that it is impossible to equalize the skills of all reporters. First on the list is the primary goal of the finest coverage outcomes. Training for the reporter's talents can wait for another day.

Although the coverage coordinator and regional coordinator are responsible for overseeing this assignment, he still needs to inquire about how the coverage is going in accordance with the plan or whether there have been any unforeseen or impromptu newsworthy developments. In order to get information to the reporters or regional correspondents/contributors, the producer needs to let the city and regional coverage coordinators know what they would like to see. He must even inform the reporters and correspondents/contributors assigned in the field directly if there is something important. This is to prevent biased information.

Every piece of news that comes in from the field, whether it be from Jabodetabek or somewhere outside the city, needs to be watched by the reporters and regional coordinators. Unplanned news could become available that is of significant worth on short notice. Online from the computer, the news that was entered in accordance with the plan or the spontaneous news that has significant news value is chosen.

Unless there are noteworthy stories from outside the city, the rating city's news is given priority over all other news. Jakarta (55%), Surabaya (20%), Bandung (5%), Medan (5%), Yogyakarta (2%), Surakarta (2%), Palembang (3%), Makassar (2%), Denpasar (2%) and Banjarmasin (1%), are among the eleven cities that have been rated.



This serves as the computation's foundation. TV news rating/share is calculated by Nielson Indonesia. The news program's rating and share value will be impacted by the total percentage.

In addition, a producer ought to create a feature for the news cover's conclusion. Alongside the news, this segment is a humorous piece of writing. According to Harahap (2022), features are brief, subjective opinion pieces regarding specific items that are typically unconnected to news. One of the draws of print, web, and television media is feature. The intention is to educate and amuse viewers and readers.

RESULT AND DISCUSSION

Manufacturing

Prior to being published, all news from Jabodetabek and the surrounding area must pass eligibility screening, beginning with the script and images. The script can be revised in the city if it doesn't fit the specifications. Please get in touch with the reporter, journalist, or contributor directly if you require any clarification. This ensures that the news that will be revised and updated won't contain any biased material.

The producer needs to verify the photos before modifying the screenplay. According to research results (Collier et al., 2020), news organizations' photos of journalists are constantly very effective. News reporting has visual consequences that journalists need to be aware of. This is crucial so that the story and the photos the cameraman took are consistent with the script that is now in place. Upon viewing the images, he revises the script, making any necessary corrections in light of the visuals. Writers, correspondents, and contributors are welcome to compose news and organize quotes and data from news sources for inserts that will be included in the script in the Voice Over + SOT and Sound on Tape (SOT) formats.

After visual editing has been applied to the full screenplay, don't forget to review and rearrange the news in the narrative or schedule. It may be necessary to alter the plan. For instance, based on the reexamination results, which ones ought to make headlines, and so on. Rearranging the rundown is necessary. Please take prompt action to ensure the success of the program.

The producer is responsible for giving the broadcast department, broadcasters, and ProducerPD the final rundown in the studio. During the show, the PD (Program Director) and

other studio staff members use this rundown as a standard. They are required to adhere to the producer's news summary. In order to keep the broadcast flowing smoothly, work with the producer and crew of the studio if you need to adjust the arrangement because of technological issues. According to research findings by Noermanzah et al. (2020), communities with strong news structures tend to choose special news programs. Every news section requires a different news rundown.

Following production

Although the Program Director (PD) is responsible for organizing the program, the executive producer visits the studio both before and during the broadcast. Still, he needs to watch and assess the situation to make sure the newscast goes off without a hitch.

The anchor and the executive producer collaborate as well. The audience will be drawn in if the announcer does a good job. All of the teams' hard effort will be in vain if they perform poorly. To look good, the executive producer also lets the announcer know if there's a specific or important issue.

The executive producer's job does not end with the broadcast. That day, he still needs to show up for the program meeting. Along with submitting the show critique, he suggests a makeshift coverage strategy for the upcoming newscast. The work of an executive producer is essentially ceaseless. He cannot take news stories out of his head, not even when he is at home. He gets in touch with the coverage coordinator to assign reporters to cover any actual news that needs to be reported. The distinctive quality of journalism appears to be its ability to penetrate everyday life, even beyond the workplace.

Furthermore, the executive producer considers strategies to enhance the program's reputation within the community. In collaboration with the company's public relations department, he can plan off-air events like a news broadcaster gathering, a news seminar, an audience behind-the-scenes introduction, and more. Essentially, the goal of this event is to increase audience emotional attachment to our news program in order to increase its visibility. This kind of event might be held on a regular basis in various locations.

CONCLUSION

Every program's news content must be created by an MNCTV executive producer, starting with pre-production and ending with post-production. They have a lot on their plate, but it's a duty that needs to be done right. If the content they create is successful, they will need to communicate effectively with the coordinator of coverage. He has to get in touch directly, if needed, with the reporter who is supposed to cover the news he created. This also holds true in the event of an unexpected news occurrence, like a bomb blast. Regarding the news aspect, the producer and reporter can speak with each other directly. Not to take away from the coverage coordinator's responsibilities, but the producer is ultimately responsible for the news that will be aired. This measure is also implemented to prevent misunderstandings with journalists regarding the intended perspective of the content.

An executive TV news producer has a demanding job. In addition, especially with unusual news, he needs to confirm that the results of the news editing are as predicted by checking in with the picture editor. If he needs to and has the time, he can help and direct the news photo editor to ensure that the outcomes meet expectations. Always be in contact with the anchors both before and after the program, says the executive producer. He can talk to the anchor in the studio during the live newscast, even in the event of an unusual issue. The anchors can be directed by him to present news that will captivate the viewers. Without a doubt, this stage is completed after first consulting with the Program Director (PD) of the studio. To put it simply, MNCTV executive

producers are innovative problem solvers who constantly collaborate with news and broadcast crews. The goal of all these actions is to produce positive news outcomes. Conversely, the producer helps the executive producer to do the job. He needs to be quick enough to organize the news for the following day after the broadcast. The stories he creates may be brand-new or intriguing follow-ups that will be released the following day.

Additionally, the Executive Producer is always assessing the share and rating of the news that has been broadcast. He needs to closely monitor how the rating/share numbers change from the start of the broadcast to the finish. If something is missing, he looks into it and makes improvements for the news the following day. An executive producer appears to have an infinite workload. But with the help of the news program's goodness, that is the duty he must do. He finds it difficult to let his defenses down when it comes to breaking news. Everything needs to be done mindfully, sensibly, and responsibly.

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