PRODUCTION PROCESS IN ROOV PODCAST PROGRAM (DESCRIPTIVE QUALITATIVE STUDY OF MNC GROUP'S ROOV PROGRAM)

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Abstract

Hierarchy of influence is a theory that explains the factors that influence media content. Media routines are one of those factors. In this study, the main focus shown was media routine. There are three components of media routines that have an influence in shaping and influencing media products. Media routines are formed because of the demand that the media always up to date.

The production of broadcast programs is a component of the media routine. The broadcast production process is not an easy thing, because there is a careful planning process for the success of broadcast programs. Designing a broadcast production is a stage in making a program that is presented to the audience. The stages in production are first pre-production, second production, and third post-production.

The advancement of YouTube technology today is very helpful from various aspects of the needs that users need. There are various kinds of Podcast channels presented on YouTube social media. YouTube Podcasts are Podcast content not only in the form of audio but also in the form of audio visual, where users not only listen but can also see how someone interacts in the Podcast channel.

The conclusion of the research conducted based on the findings obtained from three informants can be said that, in pre-production, production, and post-production the three infomen together with the production team carry out the production process of the Podcast program in accordance with the media routines contained in the hierarchical factor of influence. Podcast content is packaged in such a way as to attract the attention of the audience.

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INTRODUCTION

The pace of development of the broadcast industry media is so rapid. Over time, the development of the broadcast industry media is growing by utilizing sophisticated information technology. Starting from the dissemination of information using television electronic media as a complement to a superior character, namely audio visual. As is known today, broadcast media has plagued new media because currently new media is a popular media because it has unlimited nature and efficiency in everything.

The existence of the internet has shared a role in the growth of this technological era that does not just have an impact on life and daily life. In various sectors, individual activities today are often related to the use of the internet. The existence of this new media makes conventional media no longer used. This makes the audience quickly switch to new media. Because of this, mass media has become a very important part of human life today.

The internet is a media that is widely used in every circle ranging from children, adolescents, to parents who certainly have an internet network, to meet information needs. This happens because basically the needs of each individual are different, so that in this need the internet is considered the most appropriate medium to get information. This makes people like internet services that are recognized as very free and even easily accessible anytime and anywhere.

The emergence of internet technology provides various benefits, namely getting information more quickly and easily. In the field of education, the internet is very useful in the teaching and learning process, for example, the ease of accessing books digitally. The internet is also useful as a medium of entertainment such as listening to audio for example Podcasts. This existence signals that there will be innovation, in the form of live broadcasts on the digital radio web and even radio programs that are distributed on YouTube, social media, and even podcasts

Podcasts are a form of digital audio that distributes, receives, and listens conversations on demand. It's easy when creating a Podcast, in fact, it supports all to produce several categories of content, various audio-visual Podcast content is certainly diverse on the digital web in the form of YouTube. One of the podcasts broadcast via youtube is ROOV Official.

The hierarchy theory of influence was introduced by Soemaker and Reesse, which explains the influence on media content by internal and external influences. This theory suggests that how content is created and designed, that is based on five influences. There are five main categories of influence of media content, namely: (1) individuals (editors, journalists), (2) media routines (daily media life), (3) organizational level (media owners and organizational levels), (4) additional media

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(other non-media organizations, including government regulations) and (5) ideology (values and philosophy of life adopted from mass media).

In this study, the main focus shown was media routine. There are three components of media routines that have an influence in shaping and influencing media products. The existence of these routines, the media can determine and know exactly the time or process of a content production starting from the beginning (pre-production) to the final evaluation stage (post-production).

Based on the background that has been explained and written by the previous author, the problem thath can be identified in this research is ehat is the production process of the ROOV program podcast. In identifying the problem, what will be determined and research will be caried out by the author are :

1. What is the pre-production stage of the ROOV Podcast program?
2. What is the production phase of the ROOV Podcast program?
3. What is the post-production stage of the ROOV Podcast program?
4. What is the hierarchy of influence in the ROOV podcast program?

LITERATURE REVIEW

This theory was introduced by Soemaker and Reesse, who explained the influence on media content by internal and external influences. Meanwhile, according to James W Tankard, this hierarchical theory utilizes work that proposes five main categories of influence of media content. The five levels of influence include individual, routine media, organizational level, auxiliary media, and ideology.

According to Reka (2018), this theory shows that mass media content does not reflect objective reality and reveals how content is created and designed, based on five levels of influence: (1) individuals (editors, journalists), (2) media routines (daily media life), (3) organizational level (media owners and organizational levels), (4) additional media (other non-media organizations, including government regulations) and (5) ideology (values and life philosophies adopted from mass media).

(1) Individual. The influence of the individual in question is the characteristics of communication workers, professional background, personal attitudes, and professional roles. Professional experience will shape his professional role and ethics. This role of professional ethics has a direct effect on the content of mass media. In other words, a journalist has a certain value orientation in dealing with the reality that is happening.

(2) Media routines. Media routines stem from constraints that concern three stages, namely: what will be received by consumers (audiences), whether the media can process a production, and what products are available from the source. This is a picture where media routines are formed by three stages. Thus, media routines depend according to the needs of the media.

(3) Organizational level. Media organizations have several goals, and making money as one of the most commonly used. The goals of these media organizations can impact content in a variety of ways. Other goals such as producing quality *content* that is built for profit. The owner's influence over media content has become an important concern in the news media.

(4) Additional media. At the extra media level, factors that influence media content include sources of information presented by media content (such as interest groups in society) and other social institutions (such as government). This means that various forces and also power (*power*) from outsiders (*outsider*) greatly affect the work of the media.

(5) Ideology. An overarching ideology may influence the content of the mass media in many ways. Mass media is a social organization that internally has quality standards for assessment, structure, and hierarchy in carrying out its work mechanism. For example, political representation carried out by the media must be active and even full of contradictions and conflicts in it.

Arbi (2021: 24) in his book entitled Radio Broadcast Program Production defines broadcast program production as a production team's work in designing broadcast programs. There are broadcast formats that can be chosen by the production team such as information format, music format, special format and variety format. According to Faishal (2021), program production is a long journey that goes through various stages, involving many human resources with various expertise, and various equipment and cost support.

The broadcast production process is not an easy thing, because there is a careful planning process for the success of broadcast programs. Designing a broadcast production is a stage in making a program that is presented to the audience. The stages in production are first Pre-Production, the pre-production stage is called the planning stage. There are three stages in the pre-production stage, including : planning, collecting, writing.

The success of the production of a program is determined in three stages of pre-production, namely (1) *Planning,* or planning is the process of determining and considering situations and conditions that are or will occur. (2) *Collecting,* is the stage of searching and collecting materials, music, and contacting potential resource persons. (3) *Writing,* is the collection of material, script writing, and rundown of the event.

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Second, the production stage can begin when the pre-production stage is mature. At the production stage, the entire team has begun to realize the previously planned stages. When *on-air broadcasters* do everything themselves, this makes broadcasters more proficient and skilled at turning on the broadcast. In addition to broadcasting alone, broadcasters broadcast two or more by dividing tasks between broadcasters and operators.

Third, post-production is the final process in broadcast production. The final stage of the broadcast is in the form of an evaluation process that has been broadcast for further development. The production team conducts an overall evaluation covering material deficiencies or weaknesses, technical errors that are not known beforehand, cohesiveness of team coordination. In addition, evaluating the post-production stage is the completion or editing stage.

According to Rosiana (2023), a Podcast is a digital audio file created and uploaded on an online platform to be shared with others. Podcast refers to the distribution of audio files on digital formats. The audio file can be accessed directly using a desktop, gadget or sent to a portable media device such as an MP3 player for listening. Podcasts in Indonesia became popular in 2015 which was pioneered by Adriano Qalbi with the title "Early Week Podcast". Initially, this podcast contained material about Adri's anxiety which was poured with comedy spices. Due to the stability of content production, the account now has more than 12 thousand followers.

Podcasts have three types, namely (1) Interviews or *podcast interviews* , basically interviews must have interviewers and sources. The invited speakers certainly have expertise or sensation in the eyes of the audience. The questions raised are certainly related to the resource person or topic of discussion.

(2) Solo podcast or *monologue* Podcast, in this type usually the communicator or commonly called the *host* has good communication the production process of this program tends to be simple. (3) Conversational*, involving two people who already have* strong chemistry and both *hosts.* Their communication is bidirectional. Just like there is a topic and they argue with each other according to their respective views.

Youtube is a form of social media in the form of videos that have recently been on the rise. Based on statistics on its own website, Youtube has more than a billion users. In 2017 there were more than 65,000 videos uploaded daily to Youtube. This is because by creating an account or channel on Youtube and getting many viewers will be able to make money. So that currently YouTube is the most popular site and watched by thousands of people every day.

According to Anwar (2022), YouTube is easy to use, does not require high costs, and can be accessed anywhere, of course with compatible gadgets. This allows amateur video creators to freely

upload their video content for publication. If their video gets a good reception, the number of views will increase. Many viewers will invite advertisers to place ads in their next videos. YouTube's success in the internet world has also spurred many artists to create special channels on YouTube.

YouTube podcasts are not only in the form of audio but there are also audio visual forms, where users not only listen but can also see how someone interacts in the Podcast channel. There are also several types of Youtube podcasts, such as documentary podcasts, talk shows, or just in the form of audio. The podcast channel on YouTube that researchers want to research is the ROOV channel. Content which collaborates with several artists, YouTubers to many guest stars on the Podcast. ROOV's YouTube channel has a number of *subscribers* or followers of 1.94 thousand and has approximately 400 videos consisting of various kinds of content in it.

RESEARCH METHODS

Qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject thoroughly and describe it in a context. The subjects used in this study were the ROOV podcast production team which is directly related in each ROOV podcast program production. While the object of this research is the production process on the ROOV podcast which is studied with the theory of influence hierarchy.

According to Sugiono (2018) in qualitative research, data collection is carried out in natural settings, primary data sources and data collection techniques are more on *participant observaction*, interviews, and documentation. The main purpose of this study is to obtain data, collection. First, the interview technique is semi-structured, which is to conduct questions and answers to informants. Interviews are defined as a way of collecting information materials that are carried out by oral questions and answers, unilaterally, face-to-face and with a predetermined goal direction. The research questions are in accordance with the desired information needs.

Second, observation techniques. Observation or observation is the activity of a process or object with the intention of feeling and then understanding knowledge of a phenomenon based on knowledge and ideas that have been known before, to obtain information needed to continue a research. Observations made such as monitoring how the production process of the ROOV program Podcast.

Third, documentation techniques. Documentation is a data collection technique in the form of documents both from writing, and images. Documentation collection techniques are carried out through books and scientific works related to research. Other documentation such as pictures during interviews with sources. Documentation data collection is carried out through books or various

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theories about radio program production process.

The analysis is carried out after data about the production process of the ROOV program Podcast in the form of interviews in the form of transcripts which will later be analyzed to solve problems and get conclusions. Based on these data, the use of analysis steps according to Miles and Huberman is: First, data education. Data reduction is summarizing, choosing the main things, focusing on important things that are in accordance with the research topic, looking for themes and patterns, ultimately providing a clearer picture and making it easier to collect further data. In reducing data will be guided by goals to be achieved and predetermined.

Second, the presentation of data. In qualitative research, the presentation of data can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like, but what is often used to present data in qualitative research is narrative text. Through the presentation of the data, the data is organized, and arranged so that it will be easier to understand.

Third, draw conclusions. The final step in analyzing this research is drawing conclusions. According to Miles and Huberman in the book Sugiyono (2018: 99) The initial qualitative conclusions are still temporary, but if supported by strong evidence, the conclusions put forward are valid conclusions.

RESULTS AND DISCUSSION

The results of this study will be presented in the form of descriptive narratives in accordance with this study. This research uses the theory of influence hierarchy introduced by Shoemaker and Reese. This theory suggests that mass media content reflects the reality of how content is created and designed based on levels of media routines. Routines on the ROOV Podcast may affect the content or media content presented to the public. So that the existence of these routines, the media can determine and know exactly the time or process of a content production, starting from the beginning (pre-production) to the final evaluation stage (post-production).

First, regarding (1) the pre-production stage. The pre-production of the ROOV program Podcast is to determine the budget for shooting purposes and create a Podcast work team. The results of the analysis are based on interviews with informant A, at the pre-production stage, namely determining the budget and equipment for *shooting. Budgeting* is done for operational needs or talent costs and payments for those who contribute to the creation of podcast content. The equipment used in podcast production is twofold, namely to produce audio and video. Equipment used to produce audio includes microphones*, mixers,* and others. Equipment for recording video is

cameras, lighting, and others.

In addition, at the pre-production stage, informant A formed a work team for the podcast production process, for example, there was a camera crew who had the ability to master the camera, as well as the shooting process. Then the editing team, which has *skills* in mastering computers to design and edit audio and video. The wardrobe team that masters *fashion* in appearances in the media, and other work teams.

In the pre-production stage, things that have the potential to influence the content of the content are first: (1) Individual influence. The three informants who *have the positions of Executive Content and Head of Content* have the authority and position in providing ideas to determine what content will be created. In addition, other production teams that participate in *brainstorming or channel* their ideas can also be individual influencers who can determine the content of the media or content on the ROOV podcast.

Second (2) The influence of media routines (daily media) refers to the statement of the third informant with the initials R where the theme raised is usually viral content that attracts the attention of many people. Content that has become a media routine in the ROOV podcast is the Musikaligus and Refil podcasts, the podcast program certainly invites speakers who have high popularity.

Next (2) the production stage. At this stage is an activity carried out by the entire team which has begun to realize the stages that have been planned before. The activities carried out are shooting carried out in the studio, podcast tv show production by tapping or indirect broadcast. Tapping itself means recording activities where in this process recording audio (sound) and visual (images) will be stored in files and published after going through the final stage.

In addition, in the production stage that influences the content content on the theory of influence hierarchy, namely (3) Organization level. Where ROOV can be used as a means for promoting films published by MNC Group or the background and place of the podcast production process, the ROOV studio is located on the 5th floor of iNews tower which is part of MNC Group.

Then, (3) the post-production stage. At this stage, it is an activity carried out in the form of an evaluation process that has been broadcast for further development. The production team conducts an overall evaluation covering material deficiencies or weaknesses, technical errors that are not known in advance. In addition, evaluating the post-production stage is the completion or editing stage.

The pre-production stage that refers to the theory of influence hierarchy is (4) Additional media influence. Like there are advertisements or sponsorships on the content that will promote the product. And (5) Ideology, where in *the* process of editing or promotion in accordance with the

values believed by the media such as control over the content to be produced in accordance with the values and culture adopted by the company or the company environment.

CONCLUSIONS

Based on the results of the discussion and research, several conclusions were obtained from the researcher's research "Production Process in the ROOV Podcast Program (Descriptive Qualitative Study of MNC Group's ROOV Program)" so the conclusion is as follows, namely there are three important stages passed. Namely the first (1) pre-production stage, in this stage all cost planning activities, production processes, resources, resource finding, script making and the formation of concepts and existing content ideas are made in this stage. In the pre-production stage, it can be concluded in accordance with the theory of influence hierarchy, namely the existence of (1) individual influence and (2) media routine.

Second (2) production stage. At the production stage, the entire team realizes what has been planned at the pre-production stage. That is, the shooting process is carried out in the ROOV studio by *tapping* or indirect broadcast. After the shooting process is complete, the audio and visual recordings will be saved and published through the final stage. In the production stage, it can be concluded in accordance with the theory of the hierarchy of influence, which is at (3) organizational level.

The third (3) last stage is the post-production stage. In the post-production stage, the production team evaluates together. Some of the things discussed in the evaluation are seen from all technical, both technical and non-technical sides. In addition, in the post-production stage, editing is also carried out. The editing process is usually to add aesthetics such as giving effects, entertainment elements such as adding backsound done by the audio director. In the post-production stage, it can be concluded in accordance with the theory of influence hierarchy, namely the existence of (4) Additional media and (5) Ideology.

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